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Shopfitting

SPECIAL SUPPLEMENT

Panel report:

So far, so good, chemists say

5p a script for Scottish dispensing doctors

UCA secretary resigns

Assistant of the Year: The last finalists

Chemist & Baby doing well.

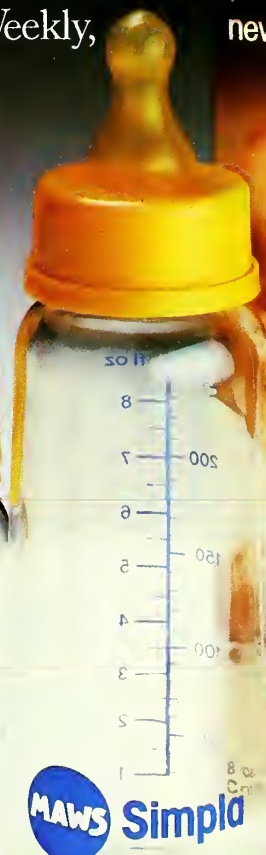
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We've been advertising heavily in women's magazines and the mother and baby press; and until the end of 1980 our colour advertisements will continue to appear frequently in Woman, Mother, My Weekly, Parents, Living and Family Circle.

All of this suggests that Chemist and Baby will continue to do well.



We make sure you give them the best.

For more information please contact your local Ashe/Maws salesman or ring the Sales Manager on Leatherhead 76151.

CHEMIST & DRUGGIST

Incorporating Retail Chemist

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COMMENT

Hypo-critical

Most pharmacists would be highly critical of supermarkets found in a survey to display aspirin and paracetamol products on open shelves within reach of children.

Unfortunately, a recent similar survey, among local chemists, by the Coventry Consumer Group, found that pharmacists have nothing to be complacent about. Out of 17 shops surveyed, nine had such products along the front of the counter. Whilst eight had them on shelves behind and out of harms way.

Whether the products were in child-resistant packs or not is immaterial to the principle frequently incorporated on dispensing labels and bags—keep medicines out of children's reach. Not surprisingly the group suggests that consumers keep a close watch on the shops where they buy.

Of course, there can always be argument as to what is out of reach. A determined child without supervision could no doubt reach medicines in the unlikelyst of places. However, that does not mean that no care should be taken. Staff need to remain alert to the dangers and pharmacists should see that, not only are medicines displayed out of reach but that they are not left in easy places during unpacking or dusting.

Southend consumer group carried out their survey in supermarkets and found that only two out of 15 had analgesics "behind the till"—the rest were at "waist to shoulder" (7) or "above shoulder" (5) height or "from counter" (1). Again the survey motivation was concern about the open sale of potentially dangerous items (bleach, disinfectants, knives, scissors, razors, matches and firelighters were also examined).

The findings of the Coventry group are doubly disappointing in view of the laudable views of the consumer group itself, which began the investigation because one of its members had become increasingly worried by the way in which tablets of all kinds are frequently displayed for sale on open shelves at a height where young children can pick them up. Acknowledging the legal requirements concerning child-resistant containers, the group nevertheless felt that the possibility of picking up analgesic tablets ought to be kept well away from children's hands.

These "consumer" views are very much the contentions put forward by the pharmaceutical profession when the sale of analgesics was under review two to three years ago, and there is little doubt that pharmacy lost most of the battle because the opposing interests were able to show that the supervision of sales, and the manner of display in pharmacies, left something to be desired. In the event, the profession was awarded custodianship of all larger-size packs of analgesics. The transitional period ends on January 31, 1980, and we would urge all pharmacists to ensure that they justify the legislators' trust—and that future independent investigations produce the right results.

Panel: So far, so good, chemists say

"So far so good but the battle has not yet been won", seems the general reaction to the independent profit assessment panel's report among pharmacists contacted by *C&D* this week. The report was published last week (p732).

Mr Deric Evans, an East London proprietor, thought the report was comprehensive and hoped that future work by the panel would be in the same vein. He thought that if chemists had been more militant earlier, the panel might have been set up earlier: "The report's been a long time coming", he said.

Mr Gordon Hill, a Swindon proprietor, said the report had shown that pharmacists were hard done by. He suggested that the extra money should be used to "look after" smaller pharmacies. "Those that serve the community—the backbone of the country", he said. He felt sure the Government would implement the panel's recommendations: "They've done it for doctors and dentists, they can't refuse us" he said.

Many of the areas contacted were due to discuss the panel's report at their next local pharmaceutical committee meeting.

Both the Pharmaceutical Services Negotiating Committee and a Pharmaceutical General Council (Scotland) sub-committee were due to consider the report at meetings on Wednesday after *C&D* went to press.

Reaction in Northern Ireland (which follows the Scottish lead in remuneration) was to wait and see what action the Government takes on the report. Any improvement in England and Wales contractors' terms they will, of course, expect to be reflected in their pay.

The Minister for Health, Dr Gerard Vaughan, is "urgently considering" the panel's recommendations and is arranging for DHSS officials to meet representatives of the Pharmaceutical Services Negotiating Committee "very soon". Dr Vaughan told the Commons on Tuesday that the Franks panel had concluded that contractors' rate of profit ought to be substantially increased "but that the extra sums that pharmacists are currently receiving by way of wholesale discounts may be more than sufficient to make up for the inadequacy of the present charging."

Unichem split London region

The Unichem South regional committee has been sub-divided because increasing membership has placed a considerable burden. In response to requests from members, Unichem say, London North will represent interests of members served by the Willesden and Walthamstow branches, and London South, Croydon and Kingston. The composition of the new committees is as follows:—
London North: Mr C. V. Hammond, (Unichem non-executive director), Bishop's Stortford, Essex; Mrs H. McParland, Langley, Bucks; Mr G. S. Raivid, Hendon, London NW4; Mr D. F. Carruthers, Loughton, Essex; Mr M. James, Canvey Island, Essex.
London South: Mr F. R. Jamieson, (Unichem non-executive director), Norwood, London; Mr B. H. Hanson, Crawley, Sussex; Mr P. E. Jones, Ventnor, Isle of Wight; Mr J. H. Warner, Pewsey, Wilts; Mr K. Sharp, Bournemouth, Dorset.

Boots fined for larvae in food

A Nuneaton branch of Boots has been fined £50 on each of two charges alleging the sale of food "not of the substance demanded by the purchaser."

One customer found insect larvae in a Boots meusli bar; another found them

in a bar of chocolate. The company pleaded guilty, suggesting that the larvae had moved from shelves on which dog biscuits were displayed. Problems with air-conditioning in the shop were also mentioned. The company was ordered to pay £20 costs.

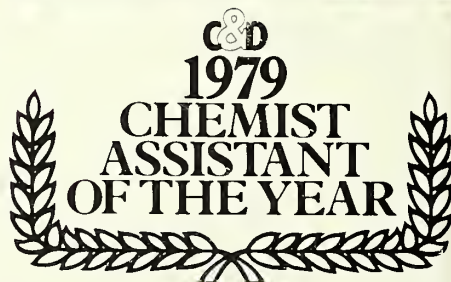
Pressure to widen compensation

The Government is coming under increasing pressure in the House of Commons to widen the scope of the vaccine damage compensation scheme.

A Parliamentary motion tabled by Mr Jack Ashley, who played a leading part in the campaign which led to the scheme being established, points out that "a mere 366 claims have been accepted out of 2,525 applicants".

The motion calls for an urgent review of the scheme. It urges that the benefit of any doubt should be given to the claimant rather than the present requirement which states the opposite, and asks for the amendment of the provisions which exclude those children who are less than 80 per cent disabled by the vaccines, those disabled before 1948 and the families of those children who have died.

An earlier motion which wants the scheme amended to include all persons who have suffered brain damage as a result of the use of vaccine irrespective of the date of the vaccination has now been signed by 134 MPs.



Last finalists

The last finalists in the *C&D* Chemist Assistant of the Year competition have been chosen from the North West, and Lancashire and Merseyside. The winner from each region will go on to the grand final in London on November 29 with the chance to win £1,000.

North West: 1. Mrs Sheila Hartley of W. Doherty, MPS, 16 Crescent Road, Windermere, Cumbria. 2. Mrs Sheila Bibby of B. A. Dray, MPS, The Square, Ingelton, Via Carnforth, Lancs. 3. Miss Vivien Bell, T. Ridley (Chemist), 9 English Street, Carlisle.

Lancs and Merseyside: 1. Miss Beryl Banks of David Anthony, 240 Longmoor Lane, Liverpool 9. 2. Mrs Norah Grindrod of H. W. Foulds Ltd, 102 Barkerhouse Road, Nelson, Lancs. 3. Mrs Dorothy Hargreaves of Hartleys Chemist, 12 Red Lion Street, Burnley, Lancs.

One more pharmacy

There was a net gain of one pharmacy to the Register in October. In England 29 opened up, of which four were in London, and 25 closed down (two in London). Two opened up and two closed down in Wales, with three opening up and six closing down in Scotland.

Retail growth

Sales growth in retail chemists and drug stores has fallen over the past four years by 1.4 per cent according to the latest edition of the Business Ratio Report. ICC Business Ratios, 81 City Road, London EC1Y 1BD.

Scottish doctors get extra 5p a script

Scottish doctors are to receive increased dispensing fees backdated to April 1. The increase represents an average of just over 5p per prescription.

The new fee scale ranges from 40p per prescription for dispensing doctors submitting up to 300 prescriptions a month, to 31p for those submitting 1,251-1,500 a month. When more than 1,500 prescriptions are dispensed, payment reduces by 1p per prescription for each further 250 per month. The fees apply to those prescriptions paid for on a Drug Tariff basis and do not apply to appliances or oxygen equipment.

The increases result from recommendations of the 1979 Review Body on Doctors' and Dentists' Remuneration (C&D, June 9, p856).

DHSS expects script numbers to fall

Advance estimates of prescriptions dispensed in August and September suggest that the numbers have dropped since the prescription charges were increased in July.

Dr Gerard Vaughan, Minister for Health, estimated in a recent Commons written answer that 23,300,000 prescriptions were dispensed in England in August and 22,900,000 in September, compared with 25,251,000 in July and 25,799,000 in June. Corresponding figures for 1978 were—June 26,025,000; July 24,544,000; August 23,851,000; September 24,377,000.

Dr Vaughan commented, "Fluctuations from month to month are normal and it is too soon to measure the trend, but a short term drop in prescription numbers is to be expected."

NHS repeat scripts pilot study

Discussions are to be held on a proposed pilot trial of a repeat prescription scheme within the NHS. It was reported at this month's meeting of the Pharmaceutical Society's Practice Committee that the president (Mr D. N. Sharpe) had received a letter from the Minister for Health which included the following paragraph: "The Society was sent a copy of the Department's letter of August 14 seeking the agreement of the General Medical Services Committee to the proposals that there should be a limitation to the total period for which a prescription and its 'repeats' are issued, and

asking for comments on the PSNC's view that the scheme should be introduced nationally without first undertaking a pilot trial.

"The GMSC has now informed the Department that it is anxious that progress should be made towards the introduction of a repeat prescription scheme and that it recognises that such progress would be feasible only after a pilot trial. The GMSC is also prepared to accept the proposed 28-day limitation as the maximum period for which each repeat prescription form would be issued. The Society will be consulted when discussions begin on the details of the proposed trials."

UCA secretary resigns

Mr Harold Porter has resigned as secretary of the Ulster Chemists Association and the Northern Ireland Pharmaceutical Contractors Committee, with effect from November 6. All communications for the two organisations should be addressed to the assistant secretary, Mrs M. Stewart, at 73 University Street, Belfast BT7 1HL.

The annual meeting of the Ulster Chemists Association will be held in the Pharmaceutical Society's rooms, 73 University Street, Belfast 7, on November 21, at 8 pm.

Mr C. D. Ross, ICML director, will speak on "the decline and fall of traditional pharmaceutical wholesaling—what comes next?"

Seven committee members are due to retire by rotation. They are: Mrs A. S. G. Watson, Messrs G. M. Armstrong; W. J. Bolon; T. G. Eakin; Wm C. Magee;

T. I. O'Rourke; J. W. A. Shinner. There is one vacancy to replace Mr J. Knox, who retired during the past year.

Mr T. G. Eakin and Mr Wm. C. Magee have not sought re-election.

Kodak camera plant to be closed

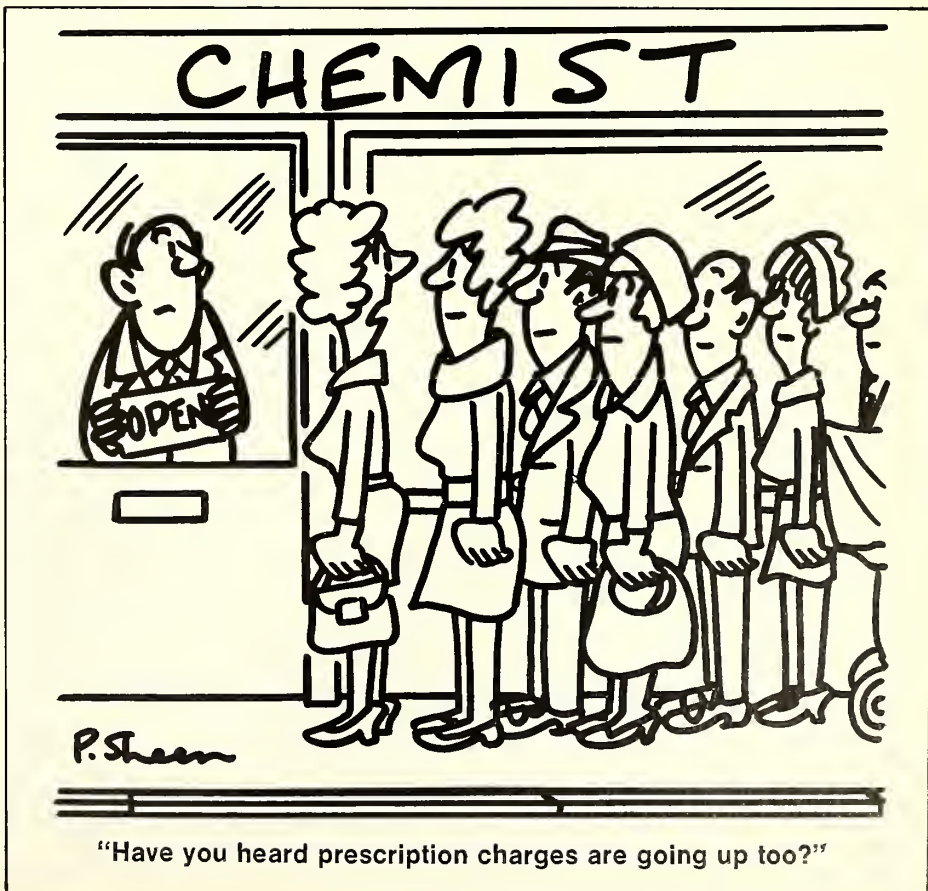
Kodak's only camera manufacturing plant in the UK is to close. Plans are being prepared to run-down the Stevenage plant where the company say employment for the 750 workforce could not be guaranteed beyond the next two years.

Earlier in the year Kodak embarked upon a five-year rationalisation plan, but despite considerable efforts from both management and unions the plant continues to make a loss and Kodak feel that production at the plant is no longer feasible, particularly in the face of harsh competition in this market from the Far East.

Instead of manufacturing in the UK, Kodak will import all its supplies from the US and Germany, from where much of the products already come.

A spokesman for Kodak told C&D that the impending closure will not affect the supply and marketing of Kodak cameras in the UK and the camera repair centre at Stevenage will continue to operate.

Those employees facing redundancy will be offered alternative work at Kodak's other plants and retraining and help with relocation will be given if necessary. The company expect to hold further meetings with the Unions in the near future concerning the situation.



PSGB concerned about barbiturate proposals

The PSGB is to write to the Home Office about the problems which could be caused by the inclusion of phenobarbitone in new proposals for control of barbiturates. The Law Committee considered a document from the Advisory Council on the Misuse of Drugs setting out new proposals for the control of barbiturates under the Misuse of Drugs Act 1971. The new recommendation covers a wider range of barbiturates than the five included in the Advisory Council recommendation made earlier this year.

The document says that closer examination of the original proposal revealed that the forensic science services would not be able to provide the police with the necessary scientific back-up to enforce it, except at exorbitant cost in providing additional staff and equipment. The Advisory Council had been advised that the task of the forensic science services would be simplified, and costs reduced, if for evidential purposes the presence in a sample of a specific barbiturate did not have to be proved. It was suggested that a generic formula such as "any 5, 5-disubstituted barbituric acid", should be used. Under that formula, control would apply to amylobarbitone, butabarbital, butalbital, butobarbital, cyclobarbitone, heptabarbital, pentobarbital, phenobarbital and quinalbarbital.

The Advisory Council's proposal is that barbiturates should be listed in Part 2 (Class B) of Schedule 2 to the Misuse of Drugs Act 1971 and in Schedule 3 to the Misuse of Drugs Regulations 1973. Prescriptions would need to be completed in the practitioner's own handwriting, but the record-keeping requirements for suppliers would not be applied. It is proposed that, at least initially, the requirements of the Safe Custody Regulations would be waived.

During its discussion of the document,

the Law Committee noted that the proposal had originally involved only the five soluble barbiturates for which the police considered stronger control was necessary. The Committee felt that the proposal had now been extended simply because of analytical expediency. The fact that the proposed extended control would now include phenobarbitone caused disquiet because the proposed legislation would make handwriting requirements a legal necessity, and could possibly involve persons using phenobarbitone legitimately in having to explain their possession of the drug. It was thus felt that hardship—and even medical danger—might ensue from the proposal. The legislation would remove phenobarbitone used in epilepsy from the list of preparations permitted under the emergency supply regulations.

Weigh the 'benefits and costs' warning

For the future development of medicine the slogan "primum non nocere" (your first duty is not to harm the patient) must give way to a new philosophy "you must weigh the benefits against the costs", according to Professor D. Kerr, professor of medicine, Newcastle University.

Speaking at the Royal College of Physicians' conference on adverse effects of treatment in London, last week, Professor Kerr said medicine could never be "safe", but there were some acceptable costs of making medicine safer. They included better education of doctors and other health workers, more accurate case notes, and careful deliberation in the choice of treatment. They were acceptable partly because they depended on the doctor's judgment of what was worthwhile and could be reversed if he

decided he was spending ineffectively.

The less acceptable costs of safety were those created by legislation and which therefore could not be reversed. They were a burden for all time, using resources that might be used for more worthwhile forms of preventive or curative medicine.

Turning to drug safety, Professor Kerr gave as an example of increasing stringency of legislation, the thickness of the guidelines issued by the Committee on Safety of Medicines "rising on a logarithmic curve," he said. The size of the submission drug firms had to make to get a drug licensed was also gripping. For one "the pile of papers was greater than the height of the men making the submission."

The result, Professor Kerr said, was that the delay in getting a new substance on to the market as a drug was also rising linearly, very steeply. "We are reaching the point where it will take 20 years for a new product to be marketed as a drug; the proportion of drug firm expenditure on research and development is going down steadily".

BMA tapes

The British Medical Association is experimenting with recorded cassette tapes as a means of giving health information to patients.

If, for example, a man had suffered a heart attack the doctor could issue a tape telling him how to adjust his life style to prevent a recurrence. The patient would then have a permanent record of the doctor's advice.

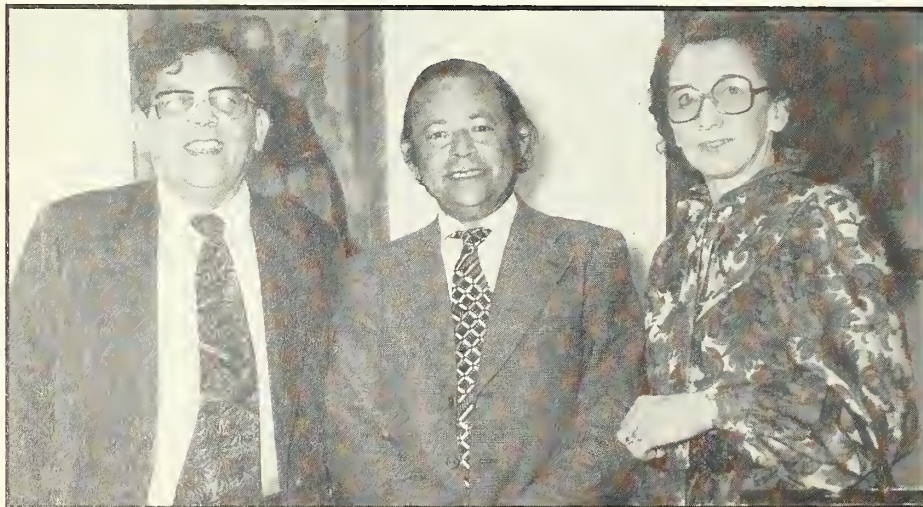
The BMA has stopped providing health information on Prestel viewdata, the Post Office's computerised system, because it feels that the money needed for a further year could be put to better use in educating patients. A BMA spokeswoman told *C&D* she thought the chances of the public voluntarily tuning in to health messages were slim. "Health education is usually a subject that turns people off," she said. Recorded cassettes could offer a better alternative.

Press attacks on drug companies

One of this year's winners of the Glaxo Fellowship for EEC Science Writers is to use the award to study "misrepresentation in the Press of the role of multinational corporations in third world development."

Ms Stephanie Yanchinski, assistant news editor, *New Scientist*, is to visit the World Health Organisation in Geneva and various pharmaceutical companies in Britain and Europe. Other award winners are Dr Oliver Gilli, *Sunday Times* medical correspondent (for an article which appeared in the *New Statesman*) and Mr Ian Kennedy, reader in law, King's College, London, together with Mr David Paterson, chief producer, BBC radio science programmes for pats of "The defect" programme in 1978.

Mr John Glover (centre), managing director of Thomas Christy Ltd, recently entertained Mr and Mrs Ernst Speidel during their visit to England. Mr and Mrs Speidel own a pharmacy in Mannedorf, Switzerland and were the winners of a contest organised by Laboratoires Sauter, the Swiss agents for Thomas Christy face packs.



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Revlon passing-off case moves to appeal court

The legal battle by Revlon to stop the "parallel selling" in England of Revlon trade-marked goods made for the US market, has moved to the Appeal Court (C&D last week p771).

Originally Mr Justice Dillon had ruled that four companies in the Revlon group were not entitled to a pre-trial injunction stopping importers and wholesalers selling in England an anti-dandruff "Revlon Flex" shampoo made for the US market.

In the Appeal Court Mr Charles Sparrow, QC, for Revlon, told the judges that Mr Justice Dillon had held there was no serious question to be tried on passing-off and he had dealt with this aspect of the case briefly, but Revlon held that there was an undoubted "reputation" of the Revlon product and it

was contended the judge was wrong on passing-off.

On trade marks, the judge held there was an important question to be tried but any damage sustained to plaintiffs' reputation was quantifiable. Revlon claimed that damage to reputation was not quantifiable. Mr Sparrow said the Revlon group was multi-national. It was, however, important to recognise that the cosmetics market was not homogenous throughout the world and it followed that local management should have independence in marketing decisions. Decisions on products to be made and sold in the UK were made by UK management within the Revlon group and decisions made in the UK were reflected in a very considerable advertising and development

programme. Some £378,000 was spent in the UK last year and the next budget was for £413,000.

The case continues, and judgment on the appeal is expected to be reserved when the hearing is completed.

Aspirin trial

A multicentre trial to assess the role of aspirin in the prevention of strokes is now in progress in the UK.

Dr C. P. Warlow, Oxford University's department of clinical neurology, is co-ordinating the randomised, controlled trial in which patients who have suffered from recent transient ischaemia of the eye or brain are given high or low dose aspirin or placebo. It is thought that these transient ischaemic attacks (TIAs) precede strokes in about one fifth of patients and trials carried out in North America have suggested that aspirin reduces the frequency of TIA, and strokes.

The Medical Research Council has awarded a grant of £165,000 over five years for the trial which will involve 27 centres in the UK. An MRC spokesman told C&D it would take at least five years to obtain statistically significant results.

Drug reactions

Over 40 per cent of patients in a general practice survey suffered from adverse reactions to drugs, according to a report in last week's *British Medical Journal*.

Dr C. R. Martys, a Derbyshire general practitioner, reported that 41 per cent of the 817 patients studied were thought to have "certainly" or "probably" had a reaction to the drug prescribed. Adverse effects on the gastro-intestinal and central nervous systems were most frequently reported and 90 per cent of reactions had occurred by the fourth day of treatment. CNS drugs and antihistamines caused the most reactions.

A higher incidence of adverse effects was seen in this survey than in other hospital-based surveys and the author believes there is a need for further investigation of drug-induced diseases.

Computer competition

The Small Business Bureau, in conjunction with Logabax, a manufacturer of mini-computers, has launched a national competition to find the most deserving or efficient use to which a computer can be put, by a small business.

The prize, a Logabax LX 500 personal computer system, said to be worth £3,500, will be awarded to the company which can demonstrate the most need for such a system and the most practical way in which it would be used. An entrance fee of £5 will be charged with each application and this money will be put into SBB funds to help finance current expansion and development.

Application forms may be obtained from Caroline McQuiggan, Carl Byoir & Associates, Berkeley Square House, London W1X 6EQ.

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Mr Eric Sharp, was elected president of the Chemical Industries Association (CIA) last week, in succession to Sir Raymond Pennock of ICI. Mr Sharp is chairman of Monsanto Ltd and formerly a vice-president of CIA and chairman of the Chemical Industry Safety and Health Council.

Dr J. B. Farmer has been designated a fellow of the Pharmaceutical Society, following an application under section III (3) of the byelaws.

Professor J. Carless, School of Pharmacy, University of London, will deliver the Pharmaceutical Society's 1980 Harrison Memorial Medal lecture on March 19, at 7pm. Professor P. H. Elworthy will take the chair.

Mr John Balmford, FPS, immediate past president of the Pharmaceutical Society and a member of the Society's Council, took part in the London to Brighton veteran car run last weekend. He drove his own 1903, single cylinder, five horse power Humberette. It was the first time Mr Balmford had entered the event and he left London's Hyde Park at 8.30 am, reaching the outskirts of Brighton by 1.30 pm to receive a finisher's medal for "prompt arrival".

Mr M. R. Broomby, manager of the agricultural and pesticides division, Wellcome Foundation Ltd, has been co-opted on to the Agricultural and Veterinary Pharmacists' Group committee of the Pharmaceutical Society to fill the casual vacancy created by the death of the late Peter Phillpotts. The Society is to nominate **Mr P. J. Copus** to replace Mr Phillpotts on the central steering group of the National Mastitis Awareness Campaign.

Deaths

Holroyd: On November 7, Mr Ben Holroyd, FPS, 7 Sixth Avenue, Bridlington, Yorks, aged 70. He was formerly in business at the Promenade, Bridlington, for 35 years from 1935. Mr Holroyd was a Lord Feoffee of Bridlington and was a director of Brid Photos, Westbourne Grove, Bridlington. He leaves a widow, a son and daughter.

17 November 1979

by Xrayser

Looking forward

Like other contractors, I have spent all my free time since receiving the panel report trying to get a clear picture of what it means and how it is likely to affect us. I have to admit that I don't find it easy, because, not being an accountant, I am not sure what is meant by such words and phrases as "pure profit," "total cost," "value added base".

From the tone of the report it looks as though our sense of grievance at the DHSS obduracy is vindicated. The incredible stand made by the Department that NHS contracting is a non-risk activity is exposed as being absurd, and it is rightly pointed out that the only party not at risk is the DHSS itself. So we may reasonably expect this element of risk to be allowed for, and perhaps now that it is recognised, we may hope for a longer-term plan, backed up by suitable legislation, to ensure some stability in our profession.

The panel doesn't think much of our claim to have become much more efficient over the last few years, however. Using the general improvement in efficiency of the whole retail sector as justification, they dismiss our claim that the rewards for our improvement are taken from us at the cost inquiries every four years. But I think the reasons for improvements may be very different from those of other retail spheres, where competition between like traders has enforced a harsh discipline for profitable survival. We must acknowledge that a spill-over effect of this has contributed to the demise of many smaller contractors who no longer had a profitable shop trade to subsidise contracting businesses which in themselves were neither big enough nor profitable enough to support a pharmacist, if present-day overheads were allowed. As a result fewer pharmacies are doing more work. Not only that, the severe credit squeezes of the past ten years, with the consequent dear money and reduction of wholesaler credit, have meant that whether we liked it or not we had to reduce our stockholding. The effect has been an improved efficiency in financial terms. Our making a virtue of necessity makes a plausible argument but, like the panel, I am not sure that it is relevant. We would be better to accept a return on our capital as recommended—but here I should like to see each contractor supplying certified stock figure as part of his annual contract agreement.

Not like the others

I should like to understand better the return on capital and "pure profit" on total cost aspects of the proposals because, as I believe, they are intended to bring us in line with other general retailers, then something is wrong. In the first place I don't see our NHS work as solely concerned with the dispensary, since I find at least 25 per cent of my time is given to advice and help concerning drugs and treatments, for which there is no recognised acknowledgment at present. Secondly, it takes no account at all of the frightening responsibility we bear in all our transactions with drugs. Half of our business may come from High Street trading, but the criteria applied to our professional work are utterly different, being governed by wholly ethical considerations. We are not the same as any other retailer, and unless this is recognised, the future of retail pharmacy is at risk.

Trouble in store

Finally, the discounts. There is no doubt that they have baled more than one of us out of the very difficult situation. But make no mistake, our troubles are just beginning. The cut-backs in range of goods, number of deliveries and reductions in the number of wholesaler depots will soon force us to increase our stock levels, (and reduce our efficiency). Out-of-stocks will increase and I suspect we will take less discount since we will have to keep at least three or four accounts going to fill the unable-to-supply gaps. By the time the panel reports are eventually acted upon there may not be much discount for contractors doing fewer than 2,000 scripts a month. Our Indian Summer is almost over, I am afraid.

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Yes you could dine out on Profile this Christmas with Wilkinson Sword in our simple Draw. Just fill in your name and shop address in the space below and send this leaflet, together with the end of a case of Profile Razor Sets to the address shown.

Your entry will be placed in our Draw, to be held on the **17th December, 1979** for 10 Trust Houses Forte vouchers worth **£50** each. Closing date for **DRAW ENTRIES** is **15th DECEMBER 1979**.

Please send your completed entry to: **ProfileTM Christmas Draw, Dept. MF Wilkinson Sword Ltd. Sword House, Totteridge Lane, High Wycombe, Bucks.**

Name _____ Shop Address _____

_____ I am a Wilkinson Sword Profile Stockist

.....Signature

PROFESSIONAL NEWS

Pharmaceutical Society of Great Britain

Council presses 'contract with pharmacist' concept

The Pharmaceutical Society is to seek a meeting with the Pharmaceutical Services Negotiating Committee to discuss the possibility of the National Health Service contract being between the pharmacist-in-charge of the pharmacy and the Family Practitioner Committee rather than, as at present, between the owner of the business and the FPC.

The question was raised again by the Practice Committee, at this month's Council meeting, at which Council's policy that the contract should be with individual pharmacists was re-affirmed—that view having been endorsed by the 1979 annual general meeting.

The Committee considered a document prepared by the chief executive of the PSNC (Mr A. J. Smith) and noted his opinion that there was no legal impediment to the personal contract. After discussion, the Committee recommended that a letter be sent to the PSNC expressing the Council's view that it was professionally desirable and legally possible for the contract to be with individual pharmacists, and requesting a meeting.

Grant levels held

There are to be no increases in branch, regional and regional conference grants for the financial year commencing April 1, 1980, Council agreed. The Organisation Committee had noted branch secretaries' concern about increased running costs but took into account the fact that many branches were in surplus at the end of the last financial year—and that there was to be no increase in statutory fees for 1980.

Following requests from members Council agreed that the Department of Pharmaceutical Sciences should produce a set of slides of the Society's headquarters for loan to members giving talks to branches or students.

Arrangements are to be made for a professional commentator to make a tape recording of one of the Society's illustrated lectures, at a cost of up to £150. The lecture, on "The pharmacist and health education", is currently in preparation. During Council's discussion Mr C. C. B. Stevens said he considered the proposal a waste of money the Society could ill afford—professional commentators had never been required for past recordings. He was supported by Mr J. E. Balmford but other members felt that the Committee had debated the matter and it was felt £150 was a small enough fee for something which would be used to promote the profession. A motion for reference back was accordingly lost.

Council agreed that a voluntary assessment of graduates should be undertaken during the 1980-81 session of pre-registration experience, with a headquarters panel being convened, experimentally, to interview graduates considered unsatisfactory after nine months. There will also be two experimental seminars for responsible pharmacists, both decisions being in preparation for the changes in pre-registration experience requirements scheduled for 1981.

'Qualified person' tests

The Qualified Person Advisory Committee is to be informed that the Council's view is that at least one pharmacist should be included among the assessors of applications for appointment as a "qualified person" in the pharmaceutical industry. The Committee has agreed that the joint study guide prepared by the Society and the Royal Institute of Chemistry should be taken as an indication of the body of knowledge required by a "qualified person". It has also been decided that potential applicants should be assessed in relation to that body of knowledge by members of their profession who were accepted by their professional body as having the required experience. The Education Committee, however, proposed that to ensure some comparability between the assessment of different applicants, at least one assessor should be a pharmacist.

The Minister for Health, Dr Gerard Vaughan, has told the Society that while there is merit in the Society's proposal for the introduction of postgraduate education allowances for general practice pharmacists, the present financial constraints on the National Health Service prevent him at present even considering finding funds for the implementation of such proposals in the near future. The DHSS was nevertheless interested in continuing discussions so that by the time constraints began to ease, he could look at the proposals again "with sympathy".

The Society is to ask Dr Vaughan to reverse a decision not to send a health circular to regional health authorities on the establishment of regional postgraduate education committees. The Minister has indicated that while he appreciated the benefits that could flow from a well-organised system to co-ordinate postgraduate education for pharmacists, his decision reflected the Government's belief that "Government should only do what only Government can do", and that it should not interfere in the way health services were run locally. The Society should be able to achieve co-ordination by direct negotiations with the 14 RHAs.

The Education Committee agreed that the Society should request the Minister to reverse his decision on the following grounds: (1) That it was a function of Government to give leadership and encourage the adoption of proposals in which benefit was seen; (2) that the proposals did not represent an aspect of local health service provision, but reflected national principles about the organisation of postgraduate education for pharmacists; (3) that the issue of the circular would represent no further administrative costs to the Department of Health, and that decisions about the cost of implementing the proposals would remain with each RHA; (4) that if the Health circular was not now issued it would be seen as a withdrawal of central support and be a major obstacle to the Society in its attempt to persuade RHAs to establish committees; (5) that in such circumstances, if committees were established in some regions, it was probable constitutions would vary considerably.

The Department has agreed in principle to make a grant to the Society for a project on the professional competence of practising pharmacists. A letter has been sent to national pharmaceutical bodies informing them of the project and expressing the Society's confidence that they would do all that they could to support the research, thereby facilitating the development of the profession's postgraduate education on a sound basis. Council agreed that the Department be given an assurance that there would be a good response and co-operation from practising pharmacists.

Amalgamation opposed

The Society has decided that it is not in favour of a recommendation that the present schemes for assessing the safety and efficacy of pesticides should be amalgamated and recognised by statute. The Agricultural and Veterinary Pharmacists Group committee noted that the amalgamation—of the Pesticides Safety Precautions Scheme and the Agricultural Chemicals Approval Scheme—had been recommended in the recent report of the Royal Commission on Environmental Pollution. While opposing that recommendation, the committee did, however, approve the other two major recommendations of the Royal Commission—that there should be greater effort applied to ways of reducing the amount of pesticides used, and that a licensing and training system be introduced for commercial pesticide operators in agriculture.

During Council discussion, it emerged that objection to the proposal for scheme integration had behind it the difficulty of assessing "efficacy" of crop protection products and pesticides, which should therefore not be combined on a statutory basis with safety precautions for the protection of operatives.

Council agreed that the constitution of the Agricultural and Veterinary Pharmacists Group be altered to allow membership to, for example, pharmacists in schools of pharmacy involved in the

Continued on p796

No pregnancy 'guidelines'

Continued from p795

teaching of crop protection and animal health subjects.

A meeting of the Industrial Pharmacists Group on "The interface between pharmaceutical technology and engineering" is to be held at the Society's headquarters on January 9, 1980. A group-meeting on "Marketing and administration", is to be held at the same venue during March 1980 and will be followed by the annual meeting of the group.

There is no need for guidelines on the advice that pharmacists may give at the time of a pregnancy diagnosis and during the first trimester of pregnancy, Council has decided. The general practice subcommittee considered a letter from a researcher seeking information on the role of the pharmacist in diagnosing pregnancy and in early antenatal care. The subcommittee was reminded that Council had previously given advice on the advertising of pregnancy testing and patients with a positive test were usually advised to consult a medical practitioner without delay.

Lens fluid controls

The Society is not satisfied with the Department of Health's reply to its call for adequate professional control of the sale of contact lens fluids. It was reported to the Practice Committee that a letter had been received stating that there would be no consultations for statutory control over the method of sale and that Ministers had often stated publicly that they would only legislate on strong cause—since manufacturers supplied fluids only to opticians and pharmacists the need for legislation was not clear.

The Committee agreed that contact lens fluids should be controlled in a similar way to eye drops and eye ointments. It was pointed out that limiting supply to pharmacies and opticians would aid in the recall of faulty batches. The Committee noted that at any time a manufacturer of contact lens fluids could commence marketing through General Sale List outlets, and that with the present wholesaling arrangement it was possible for supplies to reach such outlets. Council agreed that a further letter be sent to the Department.

Council agreed that an approach should be made to the Department seeking the circulation of *Prescribers Journal* to all general practice pharmacies.

The Society is to inform the Department of Health that it wishes to be represented at a meeting to discuss the wider issues of the Tricker Report on the functions, organisation and constitution of the Prescription Pricing Authority. The meeting will consider the development of a unified drug coding system for data capture.

Warning card changes

The Society and the British Medical Association have agreed to two changes in the wording of the monoamine-oxidase inhibitor warning card. The first is a revisional paragraph 3 to read: "Do not take any other medicines... whether purchased by you or previously prescribed by your doctor, without first consulting your doctor or your pharmacist." The second is the substitution of "treatments for coughs and colds" for "cough and cold cures".

The Society is to press the Secretary of State for Social Services (Mr Patrick Jenkin) to hold an urgent meeting to discuss a possible breach of the rural dispensing standstill. The Society is also to emphasise the need for legislation.

The Society is concerned at proposals to transfer control of hair dyes containing phenylenediamines from the Poisons Rules to the Cosmetic Products Regulations 1978 (see *C&D* November 3, p702). Mr J. P. Kerr drew attention to the problem of recall. While the dyes were Part II poisons, recall could be necessary if it could be accomplished using the local authorities list of sellers and the register of pharmaceutical premises. The proposed change meant that any shopkeeper could sell hair dyes, thus making recall more difficult.

Professor Beckett commented that in recent legislation there appeared to be a great concern, sometimes exaggerated, about oral products, but a lack of concern over toxic products applied externally. Council agreed that a letter expressing the Society's concern should be sent to the Home Office.

A Department of Health proposal for legislation to allow air crews to make emergency supplies of pharmacy and prescription only medicines has caused the Society some concern. The Law Committee had been asked to comment on proposed further amendments to the Medicines (Prescription Only) Order 1977 and the Medicines (Pharmacy and General Sale—Exemptions) Order 1977 to provide legal cover for the supply or administration of medicines to passengers by air crew on commercial passenger aircraft as an emergency measure when the aircraft was airborne.

Mr Kerr expressed concern that the

amendments should not leave a loophole which would allow airlines to sell such medicines to passengers.

A warning letter is to be sent to a pharmacist whose pharmacy had been the subject of two newspaper advertising features which were in breach of the Statement upon Matters of Professional Conduct. One feature had carried a photograph of the pharmacy in which the word "chemist" had been displayed on three occasions, and the qualification "MPS". The other feature had referred to "MPS" and had carried a photograph of the pharmacy interior with the dispensary showing prominently, together with a large "prescriptions" sign.

Pharmacists should not disclose to medical representatives the identity of prescribers of particular medicinal products, the Ethics Committee decided. The Committee was discussing a letter from a pharmacist concerning the practice of medical representatives eliciting information without the prescriber's knowledge which could amount to a breach of confidentiality.

The Pharmaceutical Society should endorse any action by pharmacists who find themselves having to put their professional conscience before their contractual obligations, the Ethics Committee reaffirmed. It was considering newspaper publicity concerning the prescribing habits of a London doctor—a member of the Committee had asked whether pharmacists dispensing the doctor's prescriptions were acting unprofessionally or negligently.

The Committee noted that pharmacists should be aware that they would need to stand by their professional judgment if arraigned before an NHS Service Committee and agreed that where pharmacists were aware of irrational prescribing they should draw it to the attention of the appropriate authorities, including the Society.

No further action will be taken by the Society to increase the involvement of general practice pharmacists in diagnostic testing. That was recommended by the Science Committee after considering the question of pharmacists meeting individual requests from doctors or patients for such testing, and considering particularly the special facilities and trained staff that would be needed. The Committee agreed that in the future pharmacists would be fully occupied in the professional activities concerned with the sale and supply of medicines, and that their involvement in diagnostic testing was unnecessary in view of the services already available under the NHS and the increasing involvement of patients in carrying out such testing for themselves.



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LETTERS

Franks panel — study the menu well

I derive very little comfort from the report of the Franks panel as reported in the pharmaceutical Press. Stripped down to the essentials it would appear that we are to receive an increase in the profit element of £16 million at 1980 levels (ie £25m at the old rate of calculation is increased to £41m by the new formula, from which is deducted the "overpayment" received by way of wholesaler discounts to yield a net figure of £16m). In other words the DHSS effects saving of £10m or so in the amount it pays out by way of profit—leaving the wholesale sector to pick up the tab in respect of the balance. What was by way of an incentive to increasing profitability thus becomes a necessity for

maintaining viability—the stick replaces the carrot, a stringy vegetable at that, in more ways than one.

It is very important that contractors should grasp the fundamental principles involved in that, whilst any increase in the discounting of ingredient costs applied involves fixed and definitive amounts, the alleged wholesaler discounts for which they compensate are capricious, lacking in equity and already paid for to some extent by the acceptance of lower levels of efficiency and service. It is a poor swap and the "I told you so" attitude is not sufficient.

Whilst the erosion of RPM in respect of medicines is no doubt irresponsible and to be deplored, nevertheless it was the philosophy of the present administration, and its predecessors under Mr Heath, that supported the general abolition of RPM and paved the way for what followed. The government should not expect to reap the benefits of unfettered competition whilst, at the same time, applying the principles of State control

in respect of contractors' payments. Either the wholesaler discounts should be ignored as being the benefits of free competition or RPM should be enforced by statute and such discounts abolished.

As regards the other elements of increased remuneration for 1980, one can only assume that they are historical rather than realistic. In no way can a 10 per cent increase in labour costs and an 11 per cent increase in overhead charges relate to 1980 levels as any newspaper will testify.

Then there is the failure to persuade the panel of the need for more rapid reimbursement in respect of price increases. We are paid on the basis of a seven-week stock level and the arrangement for reimbursing price increases is related to that period overall. The reality of the situation is that the seven-week average stockholding comprises a large volume of very slow moving lines and some which have a rapid turnover. In respect of the latter group, the rate of turnover is such that few pharmacists could afford to hold seven weeks stock, both on account of space and of cost. The contractor may benefit by his increased stock/turnover ratio but such benefits are heavily outweighed by the fact that it is precisely this group that is the most price-sensitive in both terms of frequency and size of price increases. I instance Becotide inhalers that were increased by 94p in October—an increase of 32 per cent—and how many contractors had seven weeks stock? A study of the most frequently used drugs shows that this is the general pattern and if we kept seven weeks stock of all these lines the figures of capital employed would be very much larger than at present.

I am reminded of the old American miners' song and two lines in particular—"16 tons—what do I get?—another day older and deeper in debt". Also: "If the left don't get you the right one will" Substitute £16 million" and "year" in the first line, whilst viewing the second in the political context, and you have an anthem for pharmacy.

We have waited long and patiently for the report of the Franks panel—too patiently in my opinion. You have seen the menu and you can study it well. I fancy that all that will be served out will be a lump of (tough) wholesaler fat.

E. D. Hurt
Southam, Warwicks

"Ear Piercing?"

**"IT'S SO EASY AND PROFITABLE
I WISH I'D STARTED
YEARS AGO"**

It was just eight months ago, that I started and last week I did my 150th piercing. Making about £3 profit a time you can see why I wish I'd been doing it for years.

I pierce in the open shop, and it's so quick – faster than making up a prescription. What's really surprising is I've got a lot of competition but it would seem that people prefer to put their trust in piercing at a chemist shop – and not only that – I'm using the safest system in the world – Inverness, the only disposable system.

**Inverness
Ear Piercing kits
start at £29.**

Please send me an Inverness brochure. ☐

Please ask a representative to telephone me to arrange a No Obligation demonstration. ☐

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Address

Telephone No

Louis Marcel Ltd, 12 Bexley Street, Windsor. Tel: Windsor 51336.



N.B. The above is based on an actual example. The picture is of an actor.

News in brief

□ Chemists and appliance suppliers in Northern Ireland in August dispensed 960,064 prescriptions (539,155 forms) at a total gross cost of £2,633,236 representing an average cost of £2.74 per prescription. The number of forms used in July were 600,040 and not as stated.

□ Two VAT guides have been updated. The "General Guide" and the "Scope and Coverage" booklets are now available from HM Stationery Office in a revised form. These editions supercede all earlier editions and includes all supplemental revisions published up to October 1979.

COUNTERPOINTS

Sionon diabetic food range extended

Bayer have extended their Sionon range of diabetic foods to include jams, biscuits and confectionery. To promote the range, retailers buying a specified quantity of each product will receive a point of sale dispenser to help them display and promote the foods.

The range, based on Sionon sugar-free sweetener which was re-launched earlier this year, is: sandwich wafers in orange, vanilla and chocolate (£0.41); fruit bonbons (£0.35); milk chocolate bar (£0.41); jams in strawberry and raspberry (£0.48); orange marmalade (£0.48); shortcake biscuits (£0.56).

The display unit holds three packs of each product. Total outlay for setting up this "instant" diabetic centre is in the region of £30. The launch will be supported by a series of advertisements in *Balance*, the journal of the British Diabetic Association. Product manager, Dennis Clarke says: "The difficulties presented by having to purchase different types of diabetic foods from a number of sources have, we believe, restricted the independent chemists' turnover potential in this particular market. As a result it is estimated that the independent sector accounts for only 15 per cent of all diabetic food sales—and many chemists have dropped out of the market altogether.



Our research has shown that many of those chemists at present not stocking diabetic foods, and most of those that do, would like to stock a range of products under one brand name—particularly if the range is attractively displayed with a strong brand identity."

Although the range caters for the specific needs of the diabetic, the foods are recommended for anyone advised to adopt a sugar-free diet. According to Bayer's research, the diabetic food market is growing steadily in volume terms and is currently worth about £22 million. There are 600,000 diagnosed diabetics in the UK and it is estimated this figure is increasing at an annual rate of 2½ per cent. *Bayer UK Ltd, Haywards Heath, West Sussex RH16 1TP.*

Six additions to Lagerfeld for men

Parfums Lagerfeld are adding six new products to the Lagerfeld for men fragrance collection. They are a soap (15g £4.20), bath and shower gel (250ml £6.95), deodorant atomiser antiperspirant (150ml £5.50), a foam shave (150ml £3.75) and aftershave balm (125ml £8.95). In addition a larger size of Lagerfeld natural spray cologne has been added to the range (125ml £12.50). *Parfums Lagerfeld Ltd, 76 Grosvenor Street, London W1.*

Beechams spend £300,000 on TV

Beecham Proprietories are spending £300,000 on their national television campaign for Beecham's powders and not as stated in the Coughs & Colds Supplement (November 3, p16).

Continental suntans

Michel Plazy, parfumeur of Cote d'Azur, France have appointed Franchise Fragrance & Cosmetic Distributors (UK) Ltd to handle the introduction of their

specialised range of suntan products throughout the UK including Eire and the Channel Islands. Counter and floor display stands are available, free of charge, and the range itself is based on the *Graisse à Traire* products available in France and Switzerland. *Franchise Fragrance & Cosmetic Distributors (UK) Ltd, 22 Grosvenor Street, London W1X 9FE.*

Mr and Mrs Clifford Johns receiving the keys of the Lancia 'B', the prize in a competition organised by Clairol, from Mr D. Thresh (left) general sales manager of Bristol-Myers Company Ltd. Mr Johns MPS, is a director of Jago and Jago Ltd of Wadebridge, Cornwall.



Adolfo fragrance from Denney

Frances Denney have introduced a colour and care eye kit (£9.50). A vinyl case contains four shades of moisture silk eye colour, moisturising protein lash colour, three natural bristle brushes, the Denney sponge applicator and Fast and Gentle eye make-up remover.

The last two weeks of November herald the arrival of two new presentations of Frances Denney's fragrance, *Interlude*, at invitation prices. They are spray mist 28g (£2.95) and 56g (£5.50).

Also available through Frances Denney is a new fragrance created by Adolfo, the perfectionist designer who has, for many years, dressed the world's rich and famous. *Frances Denney, 9 Motcombe Street, London SW1.*

Cavale Christmas

Cavale's "party pieces" for the Christmas season include three cosmetic items, two for the eyes and one for the lips. Shimmer shadows (£3.75) are presented in a small glass bottle and are available in six shades. Shimmer sticks (£2.15) are glittering pencils which match those shades and lipliner pencil (£1.50) will be available in pink, red and brown. *Fabergé Inc, Ridgeway, Iver, Bucks.*

Price corrections

The following corrections should be made to the Price List and Supplements:—November 17 Supplement and December Price List—Petrolagar No 1 500ml retail £1.10½; Nursery by Griptight complete feeding set retail £3.25. November 17 Supplement—Powerin 12 retail £0.26, trade £2.03 doz; Nikini mini pads 10 re-insert.

A smooth operator in a rough market

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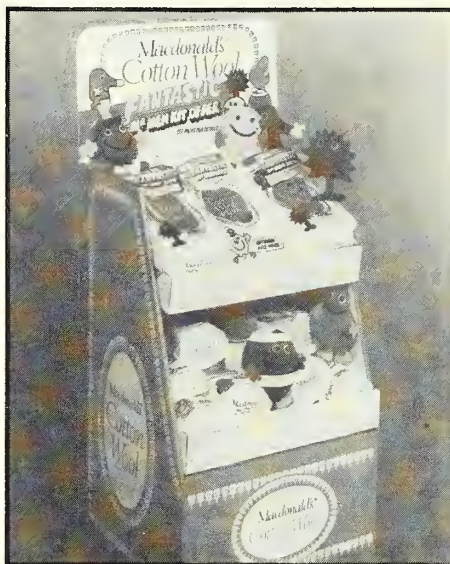
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Preston, Lancs, Tel: 744493/8

COUNTERPOINTS

Mr Men appeal behind Macdonald's cotton wool

Wellcome Foundation Ltd have just launched an offer which, they say, will appeal to mothers of young children. All pleat packs and three of the four rolls of Macdonald's cotton wool carry an offer inviting the purchaser to send in the coupon plus £0.60 in order to receive the ready-to-sew Mr Man pictured on the pack.

There are six Mr Men featured on the various packs—Mr Bump, Mr Greedy, Mr Funny, Mr Happy, Mr Sneeze and Mr Nosey. For £0.99 and a coupon, the purchaser will receive two Mr Men—the one featured on the pack and a choice of any one other offered. A header board is available enabling pharmacists to adapt their Macdonald's cotton wool floor display unit for the period of the offer. *Wellcome Foundation Ltd, Temple Hill, Dartford, Kent DA1 5AH.*



Beecham score

The large Beechams powders is being increased from 19 to 20 packs without a price change. *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Dark room timer

Paterson Products Ltd have introduced a new darkroom timer. The Bleep Time Signal (£14.67) measures off fixed one-second intervals either audibly or visually. The black plastic casing has an up-turned end section so that, when the timer is resting on the bench in the dark-room, the visual indication can be seen easily from either a standing or sitting position.

The red light-emitting diode which provides the visual indication winks at one-second intervals. If an audible indication is required the three-position switch, which is the only control, is slid to the other end of its travel emitting a once-a-second "bleep" from the loud-speaker in the top of the body. *Paterson Products Ltd, Boswell Court, London WC1N 3PS.*

Ronson Goodies

The Ronson television commercial featuring the Goodies spotlights lighters, pens and shavers in this year's seasonal run-up. The £500,000 television campaign runs from late November through to Christmas. *Ronson Products Ltd, Randalls Road, Leatherhead, Surrey.*

Promotions down in September

In September the number of cosmetic, fragrance and toiletry promotions in key department stores and Boots receded a little from their August high of 184 to 171. Of these 87, or about 47 per cent, were entirely new.

Promotion of the month for September goes to Estée Lauder's *Le Grand Cafe* shade promotion. Fragrance preparations remain the most promoted category (they accounted for 35 per cent of all promotions), but lost ground somewhat to make-up and skin care. The gift with purchase type of promotion is the most frequently used approach. Its share gained accounting for nearly 37 per cent of promotions.

Revlon again ran more promotions than anyone else—almost one promotion in ten was a Revlon promotion; but Lancome moved up into second place with Max Factor in the No. 3 spot. Full details of all the promotions are in the September issue of *PROMPT* available from *John Hogston Associates, 23 Golden Square, London W1.*

Metric Ribena

Beecham have added a metric-sized bottle of Ribena blackcurrant drink to their range. The launch a $\frac{3}{4}$ litre bottle (£1.14) follows trials in the north of England where it was found that this size increased sales by 5 per cent overall without affecting sales of the 12oz and 18oz bottles. *Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex.*

A shocking Christmas from Schiaparelli

Schiaparelli have relaunched "Shocking" in time for Christmas and it is now available to retail pharmacies, provided orders are received by the end of November. The relaunch will be backed up by a December advertising campaign in both *Vogue* and *Harpers and Queen*. *Franchise Fragrance and Cosmetic Distributors (UK) Ltd, 22 Grosvenor Street, London W1X 9FE.*

Salon sales?

Schumi, hair stylist, has introduced a range of shampoos which are only available from his salons and by mail order. There are three shampoos, velvet and herbal shampoo (£1.95) which are said to be suitable for all types of hair and sapphire shampoo for damaged, permed or highlighted hair. *Schumi Ltd, 8 Yeomans Row, Knightsbridge, London SW3.*



**That's
just what it'll
do to your sales!**



How can we be so sure?

Over the next 6 months we'll be telling over 6 million women the Build-up story, via a charming, full colour campaign in Britain's leading women's magazines.

They'll know what you know already.

- That Build-up has the balance of protein, carbohydrates and vitamins they'd get from a normal meal.
- That Build-up is used extensively in hospitals.
- That Build-up comes in four delicious flavours that children love.

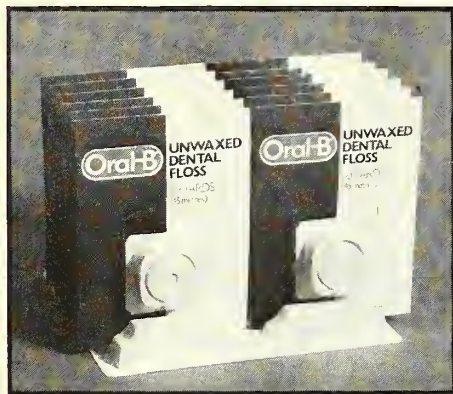
We think they'll want Build-up, and the only place they can buy it is from their chemist.

We'll also be reminding professional users of Build-up's many benefits with a continuing campaign in Hospital and Community Health publications.

**Build up your sales with Build-up.
Getting better never tasted so good.**

COUNTERPOINTS

Oral B dental floss back again



Oral-B unwaxed floss has been re-launched in a revised pack. According to the company, it is the most effective floss available, in the most versatile container, at the lowest price per yard. The dispenser (£0.64) contains 50 yards.

The dispenser comes in a transparent case to show the quantity remaining, with a non-corrosive cutter for either right or left hand and with instructions for usage. Cooper Health are also introducing an Oral B interproximal brush (£0.97). *Cooper Health Products Ltd, The Firs, Whitchurch, Aylesbury, Bucks HP22 4JU.*

Durex Fetherlite Press campaign

A national Press advertising campaign for Durex Fetherlite starts on November 29 and continues until December 23 in the *Daily Mirror*, *Daily Star*, *Sunday Mirror*, *Sunday People*, *Guardian*, *New Musical Express* and *Melody Maker*. The campaign will cost about £80,000. *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9 9JJ.*

Classic aftershave campaign

Imperial Leather Classic aftershave by Cussons is to be the subject of a national television advertising campaign from November 22 to December 21 for the pre-Christmas peak purchasing period. Consumer media spend has now been increased to £340,000 for the new campaign—following what the company describe as the highly successful trade sell-in when targets were exceeded by an average of 24 per cent. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Anadin: All areas

Alka Seltzer: All areas

Buttercup: M, Lc, Y, Sc, WW, NE, B

Coldrex: All areas

Cow & Gate: All except U, E, CI

Galloways: Ln, So, A

Head & Shoulders: All except E, CI

Melody: All except A, We, B, E, CI

Owbridges Cold Control: All areas

Wondra: Y, NE

802 Chemist & Druggist

PRESCRIPTION SPECIALITIES

MIGRAVESS tablets

Manufacturer Dome Laboratories, Stoke Court, Stoke Poges, Slough, Berks.

Description Round, flat, white, effervescent tablets engraved with a breakline and "M" in each half, containing metoclopramide monohydrochloride 5mg, aspirin 325mg, sodium bicarbonate 1180mg, citric acid 850mg. Each contains 14m eq sodium ion

Indications Analgesic, anti-emetic for rapid symptomatic relief of headache and nausea associated with migraine

Contraindications True hypersensitivity to salicylates. Not concomitantly with atropine, anticholinergic drugs, phenothiazines or butyrophenones

Dosage Adults—Two tablets in water at first symptoms. If attack persists repeat up to maximum of six tablets a day. **Children**—Half adult dose

Side effects Extra-pyramidal reactions particularly in young and elderly. Incidence may be increased if recommended doses exceeded. Rarely—facial, extra ocular or cervical muscle spasm. May be generalised increase in muscle tone. Side effects normally disappear within 24 hours of withdrawal. Metoclopramide may cause drowsiness

Note Must be completely dissolved in half a glass of water. Anti-Parkinson anticholinergic drug may be used to counteract side effects. Not recommended during first trimester of pregnancy

Storage Room temperature, dry place, not removed from foil

Packs Foil packed; 30; £3.85 trade

Supply restrictions Prescription Only

Issued November 1979

Neutradonna Sed

Neutradonna Sed powder no longer contains ascorbic acid. *Nicholas Laboratories, 225 Bath Road, Slough SL1 4AU.*

Fluoro-uracil

Fluoro-uracil ampoules 250mg per 10ml (10 ampoules, £9 trade) and Efudix cream containing 5 per cent fluo-uracil (20g, £2.29 trade) are now available to general practice pharmacies in addition to hospitals. *Rache Products Ltd, PO Box 8, Welwyn Garden City, Herts AL7 3AY.*

Antidiar withdrawn

Antidiar plain and with neomycin have been "reluctantly" withdrawn and all outstanding orders have been cancelled, *Armour Pharmaceuticals* say. *Armour Pharmaceuticals Co Ltd, Hampden Park, Eastbourne, East Sussex BN22 9AG.*



Maxi Dri relaunch

Kimberley-Clark are relaunching Kleenex Maxi Dri kitchen towels with a revised pack and a modified border design. *Kimberley-Clark Ltd, Larkfield, North Maidstone, Kent.*

Caxton kit

The Tom Caxton starter kit (£6) is available exclusively through Woolworths and aimed at attracting new users. Reckitt & Colman say distribution will be broadened if the launch is a success. *Reckitt and Colman, Reckitt House, Stoneferry Road, Hull HU8 8DD.*

L'Oreal Hurdle

The L'Oreal Hurdle Handicap is the featured race at Newbury on Saturday, December 29. The race is in its third year, and the company claims it is attracting growing interest from top trainers and owners. L'Oreal UK chairman, Mr Cyril Ashley a keen racegoer is the race's sponsor. *Golden Ltd, Berkeley Square House, Berkeley Square, London W1A 1BX.*



WE'LL GRAB THEIR ATTENTION. YOU TAKE THEIR MONEY.

It's going to be that easy.
Because we've made a glove
they really want. And a commercial
they can't fail to notice.

First the glove.

It's called new Marigold
Lightweight. It's lighter so it's far
more sensitive. The fingertips and
wrists have been reinforced to
give extra strength. And the cuffs
are now much longer.

Now the commercial.

It's a simple demonstration
that proves just how sensitive new

Marigold Lightweight gloves are.

We're using a circus juggling
act known as the Kiminskis.

For 30 seconds they juggle
everything that comes out of
the kitchen sink.

So what more can we say?

Except, it's always worth
remembering that a first
class product backed up
with strong advertising
usually adds up to a lot
more money in the bank
—for everyone.



Marigold
HOUSEGLOVES

COUNTERPOINTS

Gucci launch two products at 'competitive prices'

Following the appointment of Scannon, New York to handle the worldwide distribution for Gucci Parfums, Douglas Parfums Ltd, the sole UK sales agents, are launching two new products in time for the Christmas sales period. These are eau de parfum in 2oz, 4oz, and 8oz sizes (£9.95, £14.95 and £22.65), plus a 2oz natural spray (£19.95).

Geoff Gilbert who has taken over as managing director from Douglas Skinner as part of the UK rationalisation says this is a major breakthrough since it is the first time the company has been able to allow the consumer a chance to try

the perfume at a competitive price.

An international corporate advertising campaign for Gucci perfumes is planned and the theme, "there can never be too much elegance in your life" will be seen in the leading women's magazines prior to Christmas and throughout 1980. This together with point of sales material and consultants promoting the Gucci range, will ensure continued growth for what must surely be one of the most exclusive names on the fashion scene today, says the company. *Douglas Parfums Ltd, 5 Wellesley Avenue, Iver, Buckinghamshire.*



Quant consumers ahead of gold rush

New shades from Mary Quant are said to put consumers "ahead of the gold rush". Golden satin is available in Blush-baby (£2.10), golden silk and golden copper in eye gloss (£1.40), sky lights and dawn lights in Ultralights eye shadows (£1.70). These are described as changing shades of either blue or pink sprinkled with gold, and golden amber in nail polish (£0.85) and lip shine (£1.50). *Mary Quant Cosmetics, Smith & Nephew Cosmetics Ltd, Hook Rise, Kingston By-Pass, Surbiton, Surrey KT6 7LU.*

Philips brochure

A new full colour catalogue of Philips small appliances is available from Philips representatives. Comprehensive details of men's shavers, beauty care items, home products and kitchen helpers accompany the 32 pages of colour illustrations. Newest items in the small appliances range include the Rainbow 550w hair-drier, wall clocks and an automatic blender. *Philips Electrical Ltd, City House, 420 London Road, Croydon.*

Protein in pellets

Wilson's dog meal will now contain the protein element in a pelleted form. The result, the company says, is a cleaner, brighter mix which is more appetising and which trials show is preferred by both dogs and their owners. The 25kg bag has been replaced by a 20kg pack (£7.47). The company also says it will shortly be undertaking an extensive publicity campaign in national consumer magazines. *Beecham Animal Health, Beecham House, Brentford, Middlesex.*

WATCH FOR
THE OPAS
ADVERTISEMENTS
IN THE NATIONAL PRESS!

**NOW IS
THE TIME**
to stock up with
OPAS®

The tried and trusted
indigestion remedy

**Ask your Wigglesworth
representative about
bonus offers**



WIGGLESWORTH LIMITED

Westhoughton Bolton BL5 3SL. Telephone: 0942 811567

A member of the WILLOWS FRANCIS GROUP



Benylin Expectorant

why do you recommend it so often?

Simply, because Benylin Expectorant really works, and that means satisfied customers for you. Benadryl* (diphenhydramine hydrochloride) is a proven anti-tussive, and just part of an established pharmacy-only formula that you can recommend with

confidence to your customers.

And there's another important point. When you recommend Benylin Expectorant, it's not just a good professional recommendation—there's a good profit for the pharmacy, too.



PARKE-DAVIS

good products for you and your customers

Position:
Each 5 ml contains
Diphenhydramine hydrochloride B.P. 14mg
Ammonium chloride B.P. 135mg
Sodium citrate B.P. 57mg
Menthol B.P. 1.1mg

Indications:
For the relief of cough and its congestive symptoms.
Dosage:
ORAL Adults: One or two 5ml spoonful every two or three hours.
Children: 1 to 5 years, 2.5ml every 3 or 4 hours
6 to 12 years, one 5ml spoonful every 3 or 4 hours.

Contra-indications, warnings etc:
May cause drowsiness. If affected, the patient should not drive or operate machinery. Avoid alcoholic drink. Known hypersensitivity to any of the active constituents.
As with any other medicine, care should be taken in administration during pregnancy.

Legal Category: P

Package Quantities: 125ml cortoned glass bottles.
Price to pharmacy, 39.5p (ex. V.A.T.)

*Trade mark, P4470

COUNTERPOINTS

Noir to dominate TV with a £300,000 spend?

Parfums Roberre's new men's collection Noir, looks like dominating the Television screen between now and Christmas, with a package that combines advertising and sponsorship. A spend in excess of £300,000 is to be invested in a television campaign scheduled in two bursts before Christmas.

To complement this activity, and to follow-on with the Roberre support of British skating. Noir afterwards have are sponsoring the British ice dance championships, due to be held in Nottingham, November 16, and the British ice figure skating championships on November 28 at Richmond. These two sporting events will be televised by the

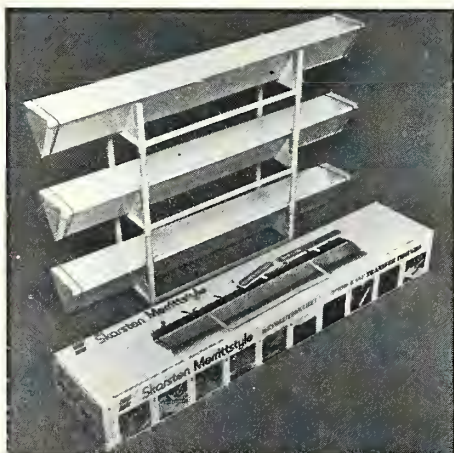
BBC, both as individual programmes, and in sections as part of feature sports specials.

This package, which will doubtless be of huge publicity value to Noir after-shave during the important Christmas selling period, has additional long term benefits. During the important European Championships and the run-up to the Olympics, the British television crews will be keeping a watchful eye on British champion Robin Cousins who is tipped as a medal winner, and sections of his performance at Richmond will be repeated. *Parfums Roberre Ltd, 44 Portman Square, London W1A 1DY.*

Success and earlier crops from Skarsten

It is said that a new system of growing vegetables and flowers launched this month "will transform plant raising from a hit-or-miss gamble into a pleasurable success", according, that is, to the manufacturers, Skarsten Manufacturing Co Ltd. It is called the Skarsten Merritt-style Sow-Easi transfer trough system. The Skarsten Sow-Easi is said to give the home gardener a shorter, simpler way both to success and to earlier crops, even if the only greenhouse they have is the kitchen window sill.

The Sow-Easi pack (£6.84 inc VAT) consists of three V-shaped troughs, each just over 2ft long, and three stands in which they rest. They are made of white



thermo-plastic and stand above each other, so utilising every inch of space available. Seed is sown into the troughs using a reliable compost. Once the seedlings show through they are thinned as required to their final cropping distance (large seed can be spaced initially) and grown on until they are two to three inches high.

Meanwhile the open ground is prepared in the normal way and a shallow V-shaped trench is drawn out with spade or hoe. Into this the young plants, with their wedge of compost intact, are slid after removing the sides of the trough one at a time. *Skarsten Manufacturing Co Ltd, Hydeway, Welwyn Garden City, Hertfordshire.*

Napcolour Cameo

The Cameo pocket album (£0.90) has been added to Napcolour's product range. The album holds 20 prints and comes in three enprint sizes. The normal trade price of £0.39 is reduced to £0.35 for orders placed before the end of November. *Napcolour Laboratories Ltd, 76 Lower Bridge Street, Chester.*

Shades of fashion

Outdoor Girl are introducing 10 new shades in push-up lipstick (£0.39) identical in formula to the luxury swivel lipsticks (£0.64). The new shades are cameo pink in the long lasting cream range; cherry ripe, coffee bean and sugar candy in the long lasting pearl range and wine, poppy, berry, russet and rosy shines with lip gloss in the supermoist gloss range. Each lipstick comes in a marbled green case with a gold band.

Three kits combining body glitter, creme blusher and lip glosser are available. They are cold spectrum, silver spectrum and rainbow spectrum in the Glittershine range (£0.85). With emphasis on glamour two new shades of Blush-a-Bye Baby are available in pepper pink and spray coral (£0.89).

There are two new shades of pearl eye shadow, steel blue and plum (£0.40); two new shades of pearl lipstick, warm claret with gold pearl and festive pink with silver pearl (£0.64); and two complementing shades of pearl nail polish, Bordeaux



Actifed syrup has recommendations for hayfever in summer and for colds and 'flu in winter. Wellcome has therefore produced two sets of display material. The winter showcard highlights Actifed syrup's use as a decongestant and is available from Wellcome consumer chemist representatives. Also available is a showcard for Emprazil cold relief tablets. (Wellcome Foundation Ltd, 183 Euston Road, London NW1 2BP).

frost with gold pearl and harlequin pink with silver pearl (£0.52). *Outdoor Girl Cosmetics, Hook Rise South, Surbiton, Surrey.*

Free Black Rose

A free sample of Goya Black Rose will be available on the front cover of the December issue of the women's magazine *True Romances*. Black Rose is available in fragrance spray, perfume spray and talc. For Christmas the range has been extended to include perfume essence and gift coffrets introducing hand lotion and foam bath in Black Rose, Gardenia, No 5 and Piquant.

This promotion follows the November issue which featured a sachet of Zendiq cologne tissue on the cover. Spots on Capital Radio are being used to advertise both issues. *Goya International Ltd, 161 New Bond Street, London, W1.*

Ginseng reduction

Thompson & Joseph have reduced the price of Gold Label Korean ginseng, due, they say, to increasing popularity. The trade price per unit of 12 will now be £13.92 (recommended retail price £2). A display unit will also be available. *Thompson & Joseph Ltd, Castle House, 21 Davey Place, Norwich NR2 1PJ.*



The only product to combine specialised day time treatment with specialised night-time treatment for colds and 'flu in one handy pack. Sufficient for 5 days and 5 nights.



For your professional recommendation, another great profit-winner from Parke-Davis

Benylin
DAY AND NIGHT
Cold Treatment

New Benylin* Day and Night Cold Treatment is an effective product that you can recommend to your customers with full professional confidence. It's an effective profit-winner, too. No other product in this important market offers you the same return for your recommendation at the counter, as many pharmacists know already.

Benylin Day and Night Cold Treatment is available in display outers containing 24 retail packs.

List price to pharmacist per retail pack 55p

Price to public per retail pack 95p

(inc. V.A.T. @ 15%).

Composition:

Each yellow (daytime) tablet contains:

Paracetamol B.P. 500mg.

Phenylpropionamide hydrochloride B.P. 25mg.

Each blue (night time) tablet contains:

Paracetamol B.P. 500mg.

Diphenhydramine hydrochloride B.P. 25mg.

Indications:

For the relief of the symptoms associated with colds and influenza.

Adult Dosage

Four tablets should be taken daily - three yellow tablets during the day and one blue tablet at night.

Take only one tablet at a time, and only at the times of day indicated on the pack.

Do not take the night-time tablets during the day.

Children's Dosage

Not recommended for children under 12 years.

Contra-indications, warnings etc.:

Hypersensitivity to any of the constituents. Paracetamol can cause skin rashes, dizziness and palpitations. Caution should be exercised in patients with hyperthyroidism, hypertension, cardiac dysfunction, diabetes mellitus and liver disorders. Benylin Day & Night Cold Treatment should not be used during treatment with M.A.O.I.s or for two weeks after completion of therapy.

Do not exceed the stated dose - An overdose is dangerous; medical attention should be sought immediately. May cause drowsiness. If affected, do not drive or operate machinery. Not to be used in pregnancy. Avoid alcoholic drink. If symptoms persist consult your doctor.

Legal Category: P

Product Licence Holder:

Parke-Davis & Company, Ux Road, Pantypool,

Gwent, NP4 0YH. Telephone: (049 55) 2468.

Product Licence No: 0018/0115

PARKE-DAVIS

*Trade mark p80218

If you're an independent chemist, you're one of a declining number. Chemists' shops in Britain are currently closing at the rate of two a week.

The need to fight the public multiples.

This situation has developed because the local chemist has difficulty remaining economically viable.

Other 'local shops' are facing the same problem.

They are losing their business to the multiples too.

While the local community can possibly do without some of the corner shops, the local chemist obviously comes into another category. Your service is vital.

The question is, how to stay independent and still compete with the buying power of the multiples?

The answer is UniChem.

We are a registered Society owned only by the chemists we serve.

To become a member you must purchase 600 £1 shares if you own one shop. For two or more shops 1000 shares. Your money is not at risk and you can withdraw it at any time. The purchase of shares may be by instalments if you wish.

This then entitles you to a handsome rate of interest on your shares and a distribution of profit on your purchases—all of which are very competitively priced.

That alone helps you compete with the multiples.

But UniChem's protection doesn't stop there. Because pricing is only one part of the multiples' advantage.

The other is management techniques.

Chain store techniques without becoming one.

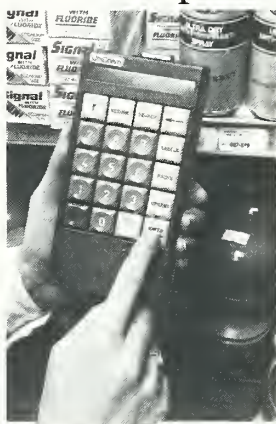
By using W.O.L.F. you can benefit in a number of ways. Our exclusive Warehouse On Line Facility is one of the most advanced computer systems devised for pharmaceutical wholesaling. And it's at your service.

With a single telephone call you have an instant check on the availability of some 20,000 prescription and o.t.c. lines.

And in place of hiring six more hands and three more heads, we can offer you 'Prosper'.

It's a profit-based computerised

management system again exclusive to UniChem. This handy device does away with time consuming



This stifle you It

and costly paperwork while giving accurate computer printed price stickers and shelf edge labels.

You also get regular computerised management reports that help you sort out the slow sellers.

Put up the Points To Value sign. And watch stocks go down.

We can offer you all the advertising muscle of the 'big boys'. And it doesn't cost you a penny.





symbol doesn't ir independence. protects it.

Through national consumer advertising to point-of-sale material we'll attract lots of new customers to your shop. To benefit from all this activity just put the Pointer To Value sign in your window.

You'll soon see stocks go down, and turnover and profits go up.

Help yourself to help others too.

We are offering you that opportunity by becoming a UniChem

member. It is something to consider very carefully.

Because as a chemist you are more than a business. You also perform a vitally important social role.

So by helping yourself remain independent you can help others too.

Why not become part owner of your own wholesale organisation?

Write off now. To: UniChem, Crown House, Morden, Surrey SM4 5EF.

I am an Independent Retail Pharmacist and would welcome more information about UniChem.

Name _____

Address _____

Date _____

UniChem. With us you're independent, but never alone.

TCP* ON TV THIS WINTER

*Registered Trademark

Through the months of peak demand for sore throat treatments, TCP is on nationwide TV with TCP Liquid and TCP Pastilles in its biggest ever campaign.



A brand leader from *Unicliffe Limited*

'Individual' treatment through homoeopathy

Homoeopathy often meets with ridicule from the medical profession, pharmacists and the public. Mr A. G. Mervyn Madge explained some of the principles at a meeting of the Pharmaceutical Society's Eastbourne Branch recently. Extracts of his address appear below:—

Mention homoeopathy and the usual reaction from most pharmacists is a look of ridicule or incomprehensibility. "You don't believe in that stuff do you?" The public generally react in two ways "Oh, yes, that's to do with witches brew of plants, metals, insects." "I am glad I met you, my grandfather believes in it. I've got some medicine at home, do tell me all about it".

Homoeopathy is not a philosophy, but a principle, a science in itself. It has a niche alongside allopathic medicine in the armamentarium against disease. Most critics have never studied it, yet feel able to pass judgment because it does not satisfy a preconceived logic on dilution.

Homoeopathy is safe—consider the numbers entering hospital due to conventional drug reactions, side effects, or over-dosage. In homoeopathy each person is treated as an individual, as in Chinese traditional medicine and ayurvedic medicine. Two persons may have the same complaint but it does not necessarily follow they will have the same medicine. The symptoms point to the disease, but the patient is treated according to his or her personality.

Minute doses

Many learned people jibe at the minute doses, or rather, dilution and potencies used. They argue that dilution weakens the effectiveness of the medicine—it is not logical to think otherwise—yet they accept vitamins and vaccines.

The father of homoeopathy, Christian Samuel Hahnemann, was born in Meissen in 1755, and died in Paris 1843, having gained an international reputation apart from homoeopathy, as a physician, scholar and chemist.

He gave the science its name (from the Greek "homois", similar and "pathos", suffering) and the basic principle "the curing of likes by likes".

He was an allopathic physician, but when translating Cullen's *Materia Medica* he disagreed with the author regarding the action of quinine. Testing the drug on himself—he was not afraid to put his theories to the test—he produced symptoms resembling malaria or "marsh fever" that he had seen as a medical student in the marshlands of lower Hungary. He found he reacted to quinine (but was not allergic) and tested his theory for the next 20 years on volunteers, family friends and medical students.

Drugs were given singly, never as a combination, and volunteers were not allowed wine, brandy, tea, coffee, pepper, ginger or strongly salted foods. By

1810 he had collected information on 67 remedies and expounded his theories in a book called "Organon".

Typhoid test

The great test of his theories came in 1812 with Napoleon's defeat in Russia. Typhoid was prevalent and Hahnemann treated 180 cases; only one died. His fame grew and 1831 saw him testing his theories in a big way with the cholera epidemic in Europe. During the Leipzig campaign, of 154 treated only six died, whereas orthodox doctors, treating some 1,500, had lost 821 patients.

Further tests followed and Hahnemann noticed that people with certain physical and mental constitutions reacted in almost predictable ways when prescribed a particular medicine, whereas with similar symptoms, but different physical and mental make up, others responded differently to the medicine. He held to the theory, similar to much Chinese thought, that in the body there was a self-preserving, self-balancing mechanism that kept it in health in spite of the stress and strain and pressure to which it is subjected.

When Hahnemann met a patient with symptoms matching those of some drug he had been testing, he prescribed it in a small dose. In some patients the symptoms first increased before responding. He then tried giving progressively smaller doses, advocating the smallest dose necessary. He subsequently found smaller doses did not diminish medicinal power but increased it.

How can a drug which produces the symptoms of a disease be the instrument of cure? The reason in part is the opposite effect of large and small doses. Large doses of arsenic destroy yeast cells, smaller doses arrest activities, yet very small doses stimulate growth. By dilution and subdivision a drug applied homoeopathically can stimulate the body in its fight against disease.

Remedies

Homoeopathic remedies are derived from nature, and include bee stings, snake venoms, arsenic, gold, silica and even diseased tissues. Of 2,000 substances, 24 are commonly used. Each has different characteristics which require an individual process to make the mother tincture. Potentisation follows and is dilution of one in 10 for the decimal "x" and one in 100 for the centesimal "c". Thus one drop of mother tincture to nine of inert liquid with "succussion" (vigorous shaking) gives 1x potency. One

drop of this to nine of diluent gives 2x (1/100). Hence $3x=1/1,000$ and $6x=1/1,000,000$.

For centesimal, one drop of mother tincture is added to 99 drops of diluent. $1c=1/100$, $2c=1/10,000$, $3c=1/1,000,000$ thus $30c=1/(1 \text{ with } 60 \text{ noughts})$. Low potencies range from 1x to 12c, medium from 12 to 30 and high up to 200. Most domestic medicines have a potency of about six.

The trituration is reminiscent of unani medicine (Northern India). Sometimes gold leaf is triturated with plant powders for five hours a day for three months, or gold filings are heated 40 times for four hours at a time with plant powders at about 400C, until so finally divided that in effect it becomes colloidal gold on contact with liquids.

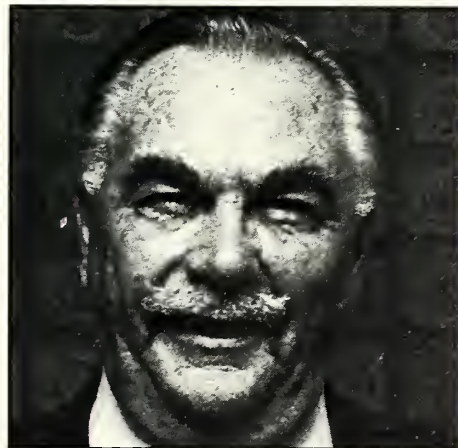
Homoeopathic medicine in the UK is controlled by the faculty of homoeopathy recognised by an Act of Parliament in 1950. It provides extensive education at the London school of homoeopathy. A person must be medically qualified before undertaking a course on homoeopathy and must pass its examination.

The science is much stronger on the Continent with Germany having a pharmacopoeia and France standards. At present the EEC committee on homoeopathy, on which there is a representative from Britain appointed by the Pharmaceutical Society, is endeavouring to produce a European homoeopathic pharmacopoeia to harmonise standards and practice. In the UK over 200 doctors practice homoeopathy, and there are seven hospitals, two of which are in Glasgow, dealing with 8,000 patients and 60,000 outpatients annually.

Pharmacies

About 300 pharmacies prepare and supply homoeopathic remedies. One distributes about 12,000 remedies a year to other pharmacies, and there is a large export business. Homoeopathy is not confined to humans, there is quite a large business in the veterinary field.

The International Homoeopathic League, with a membership of some 3,000, holds a congress each year. It seems that homoeopathic science having slumbered for many years is again encouraging interest. The increasing number of pharmacists involved find it not only remunerative but professionally satisfying.



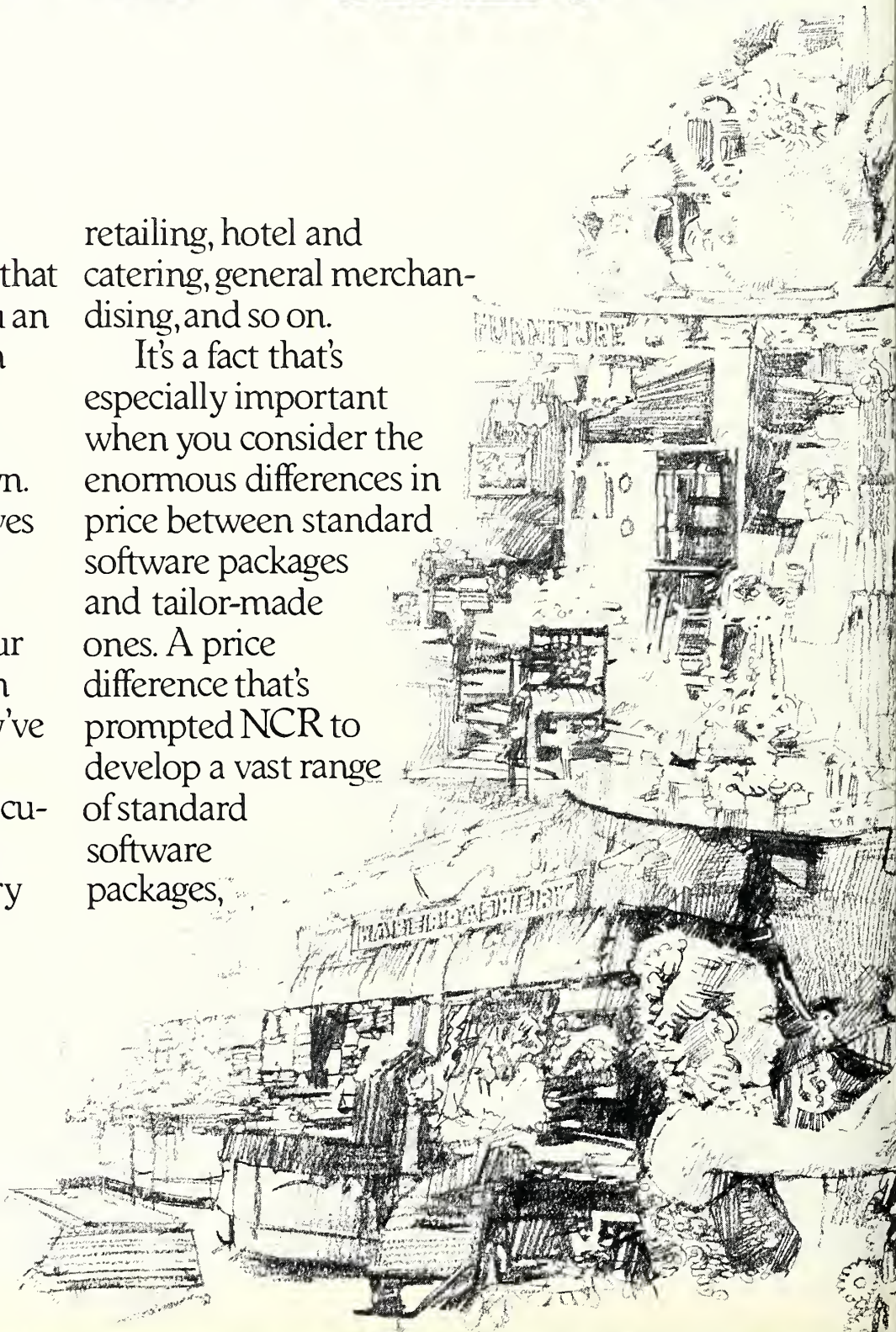
Our computers are programmed your business.

At NCR, we go to great lengths to ensure that the people who sell you an NCR computer system know almost as much about your business as they do about their own.

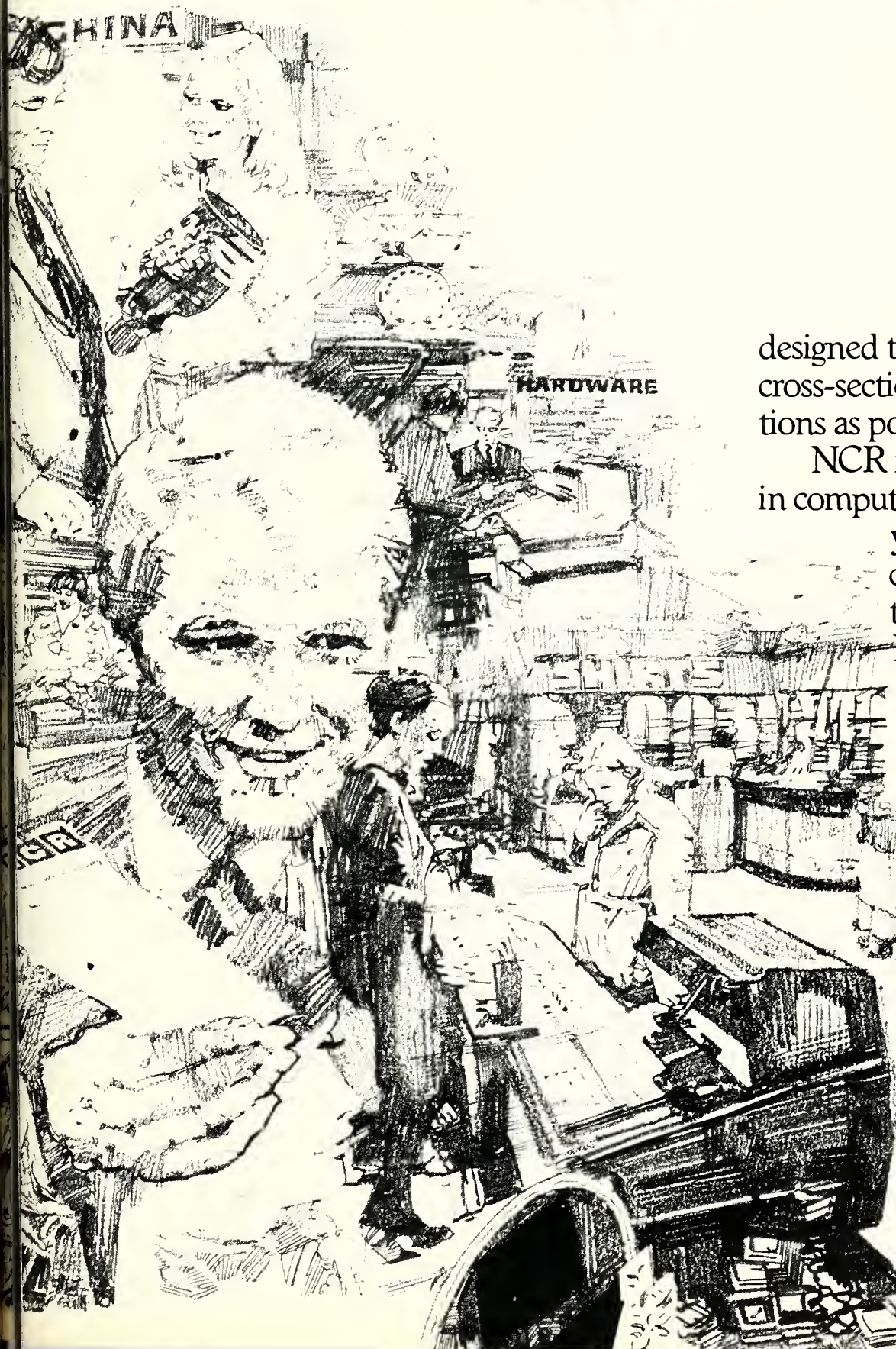
NCR representatives are continually solving computer installation problems similar to your own. They're experts in their field, because they've acquired an intimate knowledge of the particular area in which they operate – be it in grocery

retailing, hotel and catering, general merchandising, and so on.

It's a fact that's especially important when you consider the enormous differences in price between standard software packages and tailor-made ones. A price difference that's prompted NCR to develop a vast range of standard software packages,



experts to understand



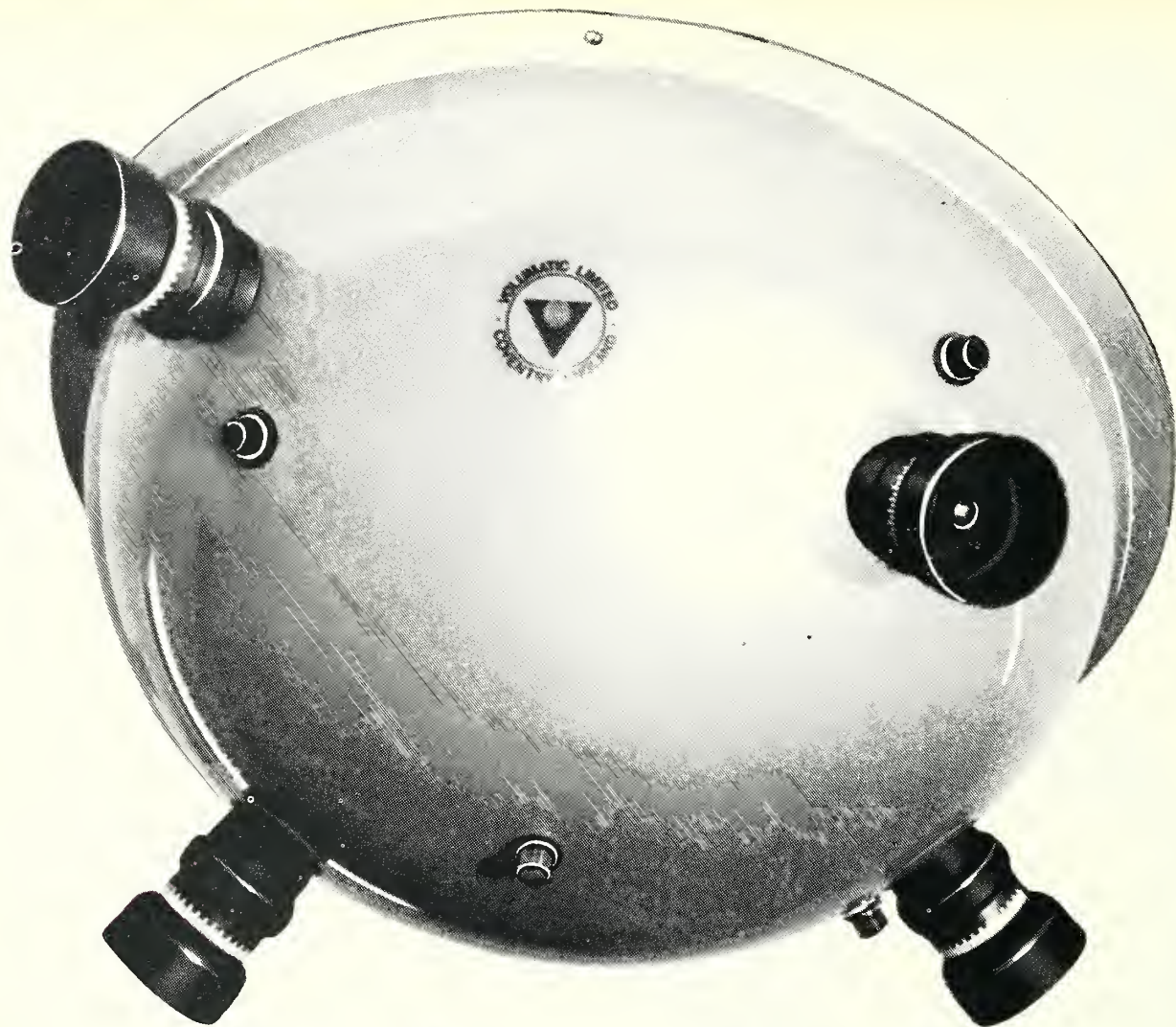
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Why it pays to install a closed-circuit TV that doesn't work

The Volumatic simulated CCTV camera.
It looks like a genuine closed-circuit TV camera.

It 'scans' like a genuine closed-circuit TV camera.

And it certainly deters thieves like one.

Only you will know it isn't.

The Volumatic simulated CCTV cameras have all the deterrent effect of the real thing at just a fraction of the price.

They are simple to install, cost next to nothing to run.

And there are no costly maintenance worries.

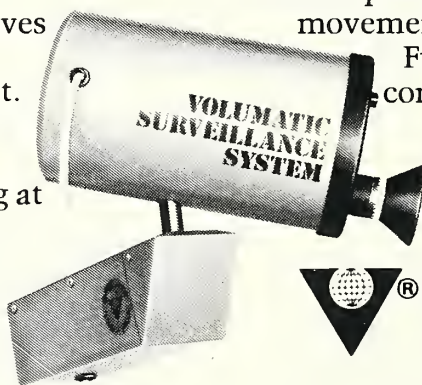
The multi-'lens' ceiling module (above) has red neons to show which lens is 'operating' and a flashing orange 'functioning' neon.

The wall-mounted 'camera' (below) has a red operating light and random 'scanning' movement.

Fully guaranteed for one year, each unit comes with an anti-theft warning notice.

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SHOPFITTING

BUILDING SALES WITH
A PERSONAL IMAGE

How can a man build a business that depends heavily on his continuous personal selling to customers? The answer, according to Dollar Rae director, Mr John Hilditch, was to translate selling power and ability into the shop without losing the personal touch.

This problem faced Mr John Furey in Tunbridge Wells, Kent. Dollar Rae therefore set out to create an environment where increasing sales could be made without Mr Furey's intervention (he is not a pharmacist), but still retain the personal appeal.

Mr Furey and his wife Maureen acquired three pharmacies—two in Tunbridge Wells, one in Tonbridge—under the name of Godkins Ltd. Mr Furey had been several years with Marks & Spencer, and his wife had had experience in a variety of retail businesses, including floristry, gifts, records and tapes. He is based in the main unit at Tunbridge Wells, his wife at Tonbridge and the smallest shop run by a pharmacist.

Mr Furey's shop, though well located, had little to commend it. Its furnishing and decor were old-fashioned, with old mahogany show cases and large counters predominating. The amount of space occupied by dispensary, storage and counters, left little sales area. This, with the counter sales system, impeded customer flow, causing queues and bottlenecks.

The dispensary area, largely taking up the left-hand side of the shop, was semi-isolated by a wall, with an opening leading to it. The right-hand side contained most of the somewhat jumbled stock of counter-sales merchandise, ranging from baby foods to cosmetics, but it was partly obscured by the large traditional counter, preventing customers even seeing what they might be asking for. A storage and staff facilities area lay at the rear of the premises, with a limited but not productively used general storage area on the upper floor.

Dollar Rae had to work with two restrictions. One was budget the other was Mr Furey's retention of certain beliefs or fears—displayed, for example, in



Before (top) and after views of Godkin's, a pharmacy in Tunbridge Wells, Kent. Dollar Rae, from Glasgow, supplied the fittings

Continued on p816

SHOPFITTING

Better visual control at Godkin's

continued from p815

his anxiety about going too far upmarket and losing out on volume sales.

With the help of structural engineers, part of the dividing wall between the old dispensary and the main sales area was removed thus recovering for general sales 60 per cent of the shop's left-hand side. This was a tricky rather than a big job. A central column was converted from being a conspicuous obstacle into a means of giving a sense of spaciousness by being clad with mirror.

The dispensary was relocated in what had been the storage area at the rear of the shop occupying a much smaller space than previously. The upper floor area was cleared of its cluttered contents and transformed into a useful storage space. The large, old fashioned counters were taken away, and replaced by three small counter units, a move that at the time aroused some trepidation in Mr Furey.

New wall display units with moulded canopies were installed, enabling the merchandise to be departmentalised, attractively presented and made easily accessible on a self-selection principle. Customers were now able to browse at leisure, vastly increasing impulse purchases. At the same time, guidance and assistance from Mr Furey and his sales staff were more easily and quickly obtainable since the new merchandising approach and absence of old-style counter service released him from the stranglehold of attending to all sales.

The predominant colours of the new decor are wine, beige and dark brown. The shop itself is divided broadly into three distinct sections. From the entrance, on the left there is a larger and much more open area given over to cosmetics and perfumery. Here the display units have pink and dark brown back sections throughout, with cream-coloured canopies. Counter units and a central gondola are also in cream. On the right the units display a wide range of items characterised by toiletries, baby foods and beverages.

Medicinal products and controlled items are beside the dispensary, now at the rear. The dispensary bench—in effect the counter—is 3½ feet high. Though much smaller than before, the dispensary is both more productive and more directly accessible to customers. The pharmacist now has immediate visual control of the shop, and close personal contact with patients, while he has been freed from the distractions of customers seeking toiletries and perfumes.

A major improvement has been carried out on the shop exterior. As part

of a conservation area, there were strict limits to what could be done with it, yet the new design was not only approved but praised by the local authority.

The upper storey surmounting the shop-front belongs to an adjacent shop, but constructed of glass and timber frames it presented a distinct element with which the new Godkins exterior had to harmonise. Retaining the shop front's traditional, ornate style, Dollar Rae were able to give it a new look while retaining the link with the glass structure above by fitting a timber band across it, which effectively brought the eye level down.

The entrance way itself was completely renovated, and glass doors in dark bronze aluminium installed. The archway over the entrance was extended, and the fascia was set out in a wash-pearl rendering, with maroon lettering against a cream background. The whole framework was also in maroon.

The front windows, which had previously been enclosed, had their backings removed, so that now the visually enlarged and much more attractive shop interior is fully visible from the street, even as far back as the dispensary at the rear. While the expansion in effective sales area is around 60 per cent—the total area being some 800 sq ft—the shop, visually, appears about three times bigger inside than it was.

The shop is now an ideal setting for

upmarket perfumery and cosmetics, the sales of which have jumped substantially, particularly since the shop now attracts customers from all ages. The resulting general increase in sales turnover is in the order of 60 per cent which compares with the preceding year's 28 per cent increase. The only regrets Mr Furey has are that he did not remove more of the dividing wall with the old dispensary area and that he clung a little to obstinately to too high a proportion of low-margin merchandise that depends on high volume sales for a significant contribution to income.

A significant but unexpected bonus has been the impact of the new-style shop on dispensary sales, which have shot up about 20 per cent. This is partly the result of attracting more people into the shop generally, and partly because customers have a direct link with the pharmacist in the more open dispensary.

Because so much of the merchandise is now available on a self-selection basis, people who want to make discreet purchases or to take time to browse can do so with no staff interference. At the same time, Mr Furey can take more time to talk to customers when required or appropriate. No longer bedevilled by the constant fetching and carrying that went with the previous style of the shop, he has more time to devote to the business as a whole.

More Lonsto tickets in independents

The Lonsto ticket system was originally designed to eliminate queues in many types of retail outlets. But, according to Lonsto's managing director, Mr Rodger Dudding, it is finding increased usage among independent pharmacies and multiples, where a duplicate system is needed for prescriptions.

At Goldfinger Pharmacies Ltd, Muswell Hill, the system is used to provide a means of ensuring people obtain the right prescription. "It removes congestion from around the dispensary, and rushing up to see if their prescriptions are ready, and also helps impulse sales around the shop" says Mr Peter Goldfield MPS, the proprietor.

When a number is shown on the indicator panel which corresponds with the customer's docket, they move forward for service, with the docket they hold matching the docket on the relevant prescription.





"We've used Storeplan for this and five other shops. Their fittings are versatile . . . and help to sell goods better. I rate them top value for money"
Richard Dawe — Gees Pharmacy, Kew, Surrey.

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SHOP INTERIOR SPECIALISTS

CD/17/11

Storeplan Ltd., 48 Towerfield Road, Shoeburyness, Southend-on-Sea, Essex SS3 9QT. Telephone: 03706 3551/6911.

DESIGNING FOR CUSTOMER TRAFFIC FLOW



After 31 years as manager then owner of Bull's Pharmacy, of Hadleigh, Suffolk, Mr Colin Bull decided it was time to go self-service. But the awkward shape of the shop, 36 x 10ft, meant that a plan had to be devised to maximise on wall space, but create features within his shop to attract customer interest.

This was a typical Suffolk shop with parts of it dating back to the 14th Century. It had been added to at a later date. Because there was a step down from the front door into the main shop the floor area was considerably reduced. It had an entrance lobby which could not be removed without destroying the character of the shop.

Originally, before the refit, the shop had no systematic customer flow. In planning the shop, Storeplan's idea was to create separate areas and a positive traffic flow system. For example, a baby section in a quieter area of the shop where mum could bring in her pram and park it, led to a hair care area, on to

lotions, then through to beauty products and cosmetics.

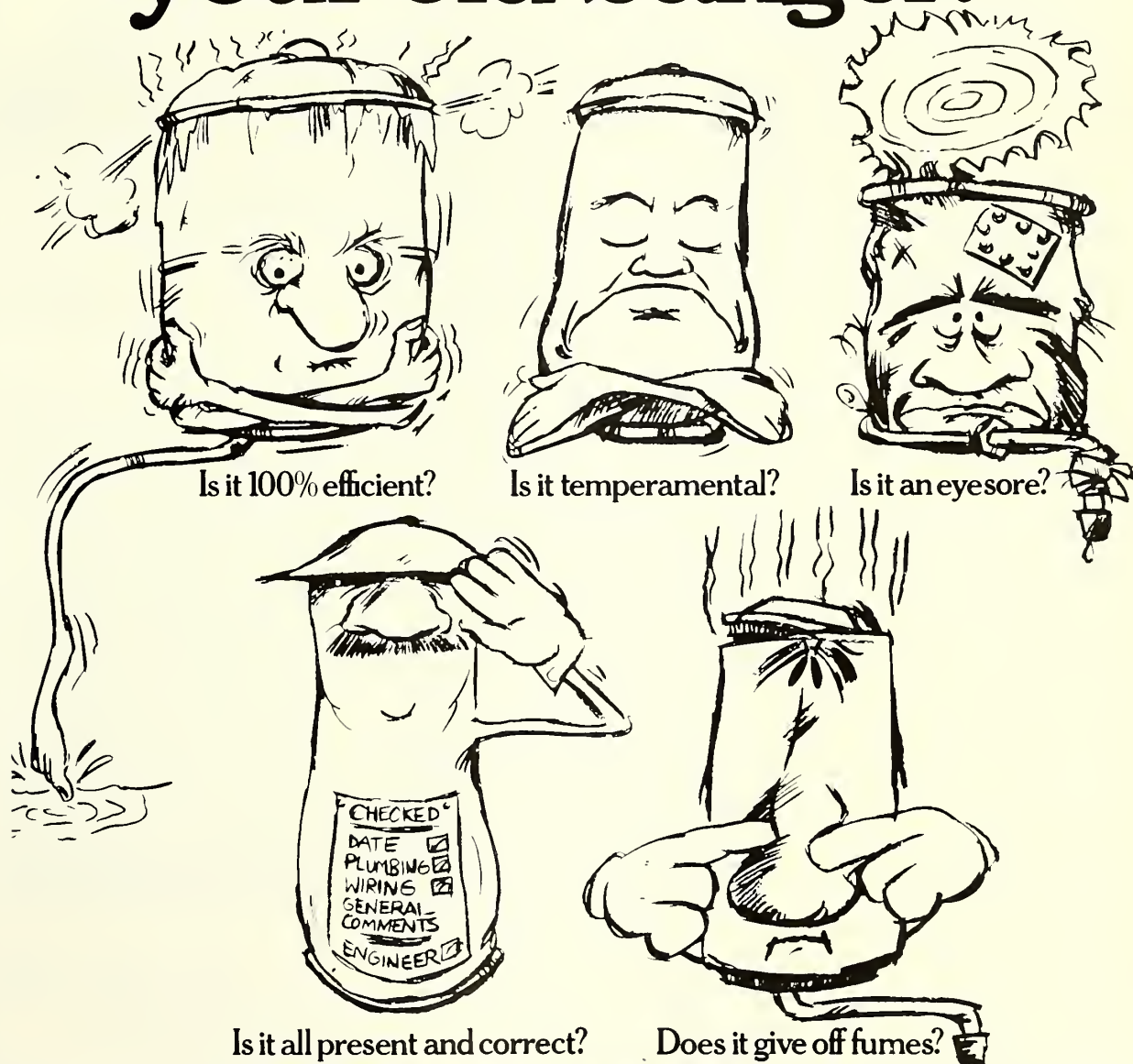
Storeplan also created a men's bar next to the photographic section which in turn was near to the dispensary where the pharmacist could come out and deal with customers, photography being his hobby. The layout was designed to draw customers away from the counter at the front of the shop and spread them around the shop.

According to Mr Bull, Storeplan followed their plan exactly. Shopfittings backing into the window, for example, were placed on castors to allow access to the window display, at the same time providing important shelf space.

Brown and magnolia are used for the general shopfitting colour scheme, and there are also sections for dietary products and photography. The scheme cost Mr Bull around £5,000, and despite competition from one other chemist in the area, the decision to go self-service is definitely paying off, says Mr Bull.



Isn't it time you scrapped your old banger?



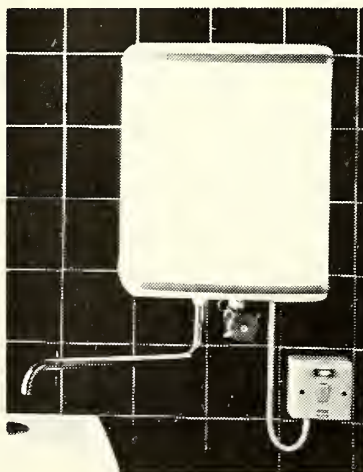
Does it look like any of these? If it does, do you know how easy it would be to change it?

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Please send me information on Electric water heaters.

CD 5

SHOPFITTING

Franchising to give an all-round service

The newly-opened Mayfair Pharmacy at 44 Conduit Street, London W1, combines modern fittings with old-style surroundings, all to an architect's theme. The shop has several franchised services.

The shop is the group's seventh (their renovation in Jermyn Street was featured in *C&D* June 24, 1978, p1029). S. I. Myers provided Simbuilt fittings and a building contractor (Knights) added the decorative trim including plaster columns, in addition to plumbing and electrical installations. There are no rear windows and consequently air-conditioning is incorporated.

The pharmacy has no stockroom but cupboard space has been included in the shelf runs, hidden behind mirror panels. The panels are light float glass (4mm) with invisible fixings of self-adhesive pads. To personalise exclusive perfume sales, a platform has been built behind the counter. "This gives the customer a feeling of personal attention", says Mr H. Myers, of the shopfitters. The shopfront is original except that the door has been moved, replacing a window pane.

The upstairs part of the shop, has rose suede walls, grey wall-to-wall carpeting, crystal chandeliers and a "hanging garden".

The rear part has an eye centre run by Mr Stephen Isaacs, and one feature will be a resident technician who can complete prescriptions and make up spectacles or contact lenses within a few hours.

The large downstairs section will contain a beauty salon run by Gail Marshall. She has worked for several leading beauty product manufacturers as promotions manager and helped set up over 100 beauty salons for the House of Fraser during the past four years. Live cell treatment will be a speciality and there will also be a sun room.

Adjoining will be the Crawford-Turner hair studio run by Graham, who has spent several years with the Harrods Group and has travelled worldwide gaining experience. It will have 12 styling stations and a specialised tinting area.

The beauty areas were due to be launched officially on Wednesday when a number of celebrities were expected to attend.

Above left—the front is original except the door (at extreme right) has replaced a window section. *Above right*—a hanging garden provides an interesting view while waiting for prescriptions. The dispensary area is behind the counter. On the right can be seen the eye centre's waiting area. *Right*—the plaster columns have been added to Myers' showcases. The mirror panels hide storage cupboards



OCTANORM DISPLAYS



Pure Chemistry

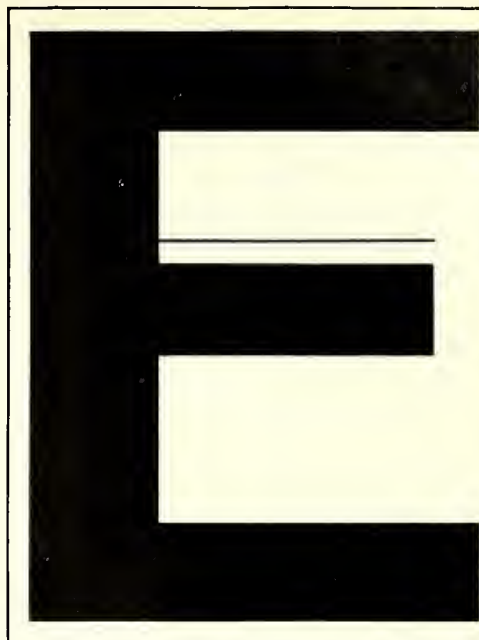
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Maurice M. Levy, Stanmore



Bannermans, Glasgow

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The Trade Press in Britain



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SHOPFITTING

Bilingual signs with tourists in mind

With London tourism and Middle-East visitors in mind Dajani, himself of Eastern origin, has added neon signs in both Arabic and English to the front of his pharmacy in Cavendish Street, W1. Perhaps this will set a trend in such tourist areas.

His pharmacy opened in time for summer trading; fitted by Olney Brothers. The open plan front leads on to a small interior. The fittings (Interplan 80) have soft light brown suedette on back panels and pelmets which are deep styled and scalloped. Due to narrow width and to add interest, the first six units on the left-hand side of the sales area are set on an angle in a staggered arrangement, highlighting the cosmetics, perfumes and lipsticks which are partly enclosed in glass-cases. The pelmets, illuminating lower products, have cross-links to mid-shop units, forming archways and creating inviting areas to shop and walk through.

Although a great deal of self-selection has been incorporated for impulse sales, showcases are used for high cost items to reduce pilfering and to keep a new appearance.

The medical section is located at the rear together with a neon "prescription" sign. The dispensary, capable of turning out 4,000 to 5,000 prescriptions per month, is fitted with Olneys' deluxe range. All units are purpose designed.

The units gave Mr Dajani a choice of colour laminate, in this case brown and cream. Multi-storage drawers are fitted to the floor and above bench level to minimise shelf space, and an overhead

diffused light is incorporated with in the units. A KL 8 electronic tablet counter is recessed in the bench for ease of operation. All wall space is fitted with made-to-measure shelves.

Flooring throughout is of carpet giving warmth and cosiness, encouraging the customer to linger and browse. Lighting is softened by use of mirrored acrylic panels with open mesh.



Two views of Mr Dajani's pharmacy. Above—efficient use of minimum dispensary space; below—bilingual signs for tourists



Help for staff with shoplifters

A security poster, offering advice on apprehending shoplifters, is available from Volumatic Ltd. Designed for fixing to staff notice boards, the poster is 16in x 24in and uses bold illustrations to give a stage by stage approach.

For example, staff are warned that they must observe the goods being stolen, keep the suspect under surveillance and watch him leave the store before taking action. *Volumatic Ltd, Taurus House, Kingfield Road, Coventry.*

Publicity included in Church service

A window and shop display service designed to help the smaller independent retailer and multiple store achieve maximum sales potential, has been introduced by Church & Co, manufacturers of the Snap-Tite range.

In conjunction with their associated display company, the "Spearhead Service" will give Church's customers a three-part service—including £50 of free publicity material.

During a store refit or new installation carried out by the company, a free window display will advise customers that the work is "bringing you a better place to shop".

Subsequently, a wide range of Spearhead seasonal and special event window treatments will be offered with an introductory, free voucher for £50 of display material at the time of the customers initial Snap-Tite order.

Spearhead will also design a house or corporate identity style that can be carried through on all the customer's printed material; local paper advertising, shelf barkers, price tickets and paper bags, etc. *Church & Co Ltd, South Street, Reading, Berks RG1 4RS.*

Opening hours card

Norman Pendred-Cellgrave have introduced an addition to their Pentic range of notices and showcards—an "opening hours" notice (£1.99 ex VAT) for door or window display.

The notice, 26.5 x 21.5cms, is printed blue on white easy clean plastic and is supplied with hanging cord, sucker and sheets of numeral stickers. The retailer can thus make up a personal notice of opening-closing times.

The information is repeated on both sides of the notice, together with "closed" or "open". *Norman Pendred-Cellgrave, Catford Hill, London SE6.*

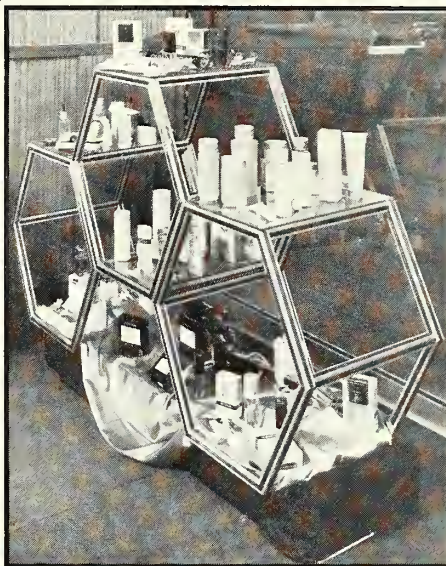
SHOPFITTING

Selflok specialise in independent pharmacies

Selflok Shoplan who have been refitting independent pharmacies for some time have, during the past two years, become more specialised. For the sales area they offer a range of display units including wall fittings, central gondolas, feature end displays and counter and showcase units. A variety of specialised product units are also available.

Purpose-made units for open plan and enclosed dispensaries have been designed with simplicity in mind, while special units are manufactured to meet individual requirements.

Advice is available for planning, design and colour schemes to meet individual needs and Selflok now have regional offices in Sussex, Kent, Hampshire, Birmingham and Altrincham. *Selflok Shoplan, Auckland House, Farleigh Road, Warlingham, Surrey CR3 9EJ.*



'Revolutionary' hand-trolley

A small hand-trolley which can carry crates or boxes up to 36ins long and 1.9cwt is available from Paul Corbett Co. The Swedish-made truck, Basab PC101, uses a cantilever movement which tips the load and allows the truck to be pushed underneath by the operator.

According to Paul Corbett's managing director, Barry Glenister, "The hand-truck will revolutionise crate and box handling in shops, stores and offices, making it easy for one person to handle quite heavy loads without having to use much larger and more expensive items of handling equipment." The 101 is complemented by a larger model which can handle heavier loads. *Paul Corbett Co Ltd, 89 London Road, East Grinstead, Sussex RH19 1EJ.*

Low-cost filing cabinet

Bankers Box have developed a filing cabinet (about £5.25) for systems where orderly storage of documents is necessary but reference to them is infrequent. The Liberty Super is made of corrugated fibreboard as an alternative to steel.

Units arrive flat and are folded into shape when needed. The folds add strength to the drawers, with four thicknesses of 275lb tested fibreboard at the back of the drawer's shell and three thicknesses front and back on the drawers themselves.

A steel re-inforced styrene plastic frame pushes over the front of each

shell to take the load from above and prevent front corners being scuffed in use. Drawers can be stacked up to seven high.

Interlocking clips prevent top drawers from tipping forward when opened. Drawers' sides and bases are silicone treated to slide easily. There is a handle and label-holder to identify contents. *Bankers Box, Records Storage Systems, Doncaster Road, Kirk Sandall, Doncaster ND3 1HT.*

Hang it

Hallons are introducing a hand-held stapling plier, which clips a small metal hook or eyeloop to materials such as cardboard, plastic and fabric. The Clipa-hooks and Eyeloops provide a method of suspending hanging signs. *Hallons Ltd, Perry Road, Harlow, Essex CM18 7PW.*

High security door from Kawneer

In response to a challenge from the West Midlands Crime Prevention Panel, Kawneer UK Ltd, have developed a high security aluminium door, "the world's first", they say.

Kawneer's designers and engineers took the West Midlands Panel's seven point criticism of existing aluminium doors and set about producing a door that met the requirements, yet still looked attractive enough for architects or shop-fitters to specify. Previously they had to choose between looks and security as a priority, says Mr Julian Brayne, marketing director.

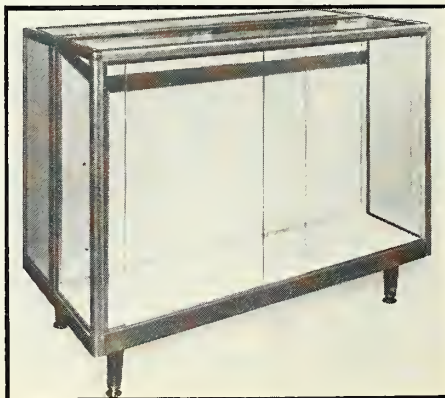
The security door has a seven point

high security specification including maintenance of records to show that at least 2,000 different lock cylinders are produced before re-using; the cylinder guard revolves freely to prevent the cylinder being pulled out of the door; the lock has a hardened steel guard to prevent drilling; the plating is kept intact by concealed screws in the external beads; a choice of re-inforced strikes is available; the armoured flash bolt is capable of withstanding the same test pressure as the main lock; and a maximum security hook bolt is fitted.

The door features "dual movement" corner construction which has undergone simultaneous racking and twisting tests in the laboratory. Each corner is fastened mechanically and receives four deep penetration welds. It is available in natural aluminium and a choice of four coloured anodised finishes. Kawneer products are sold through local dealers. *Kawneer UK Ltd, Astmoor Road, Astmoor Industrial Estate, Runcorn, Cheshire WA7 1QQ.*

Eustace's case for display

A new range of aluminium counters and display cases is available from Eustace International. For cosmetics and perfumery, photographic equipment or other items requiring covered display, the range includes Venus with glass on all sides, Mercury, a half display incorporating storage space, and Galaxy, streamlined on tubular legs. All measure 1.2x0.25x0.9 metres. For wall display, the Gemini measures 1.2x0.25x0.75 metres. The showcases are dispatched assembled together with interior lighting and locks for glass doors as optional extras, although for shopfitters they can be supplied as components without glass for self-assembly. *Eustace International Ltd, E Plan Estate, New Road, Newhaven, Sussex BN9 0HE.*



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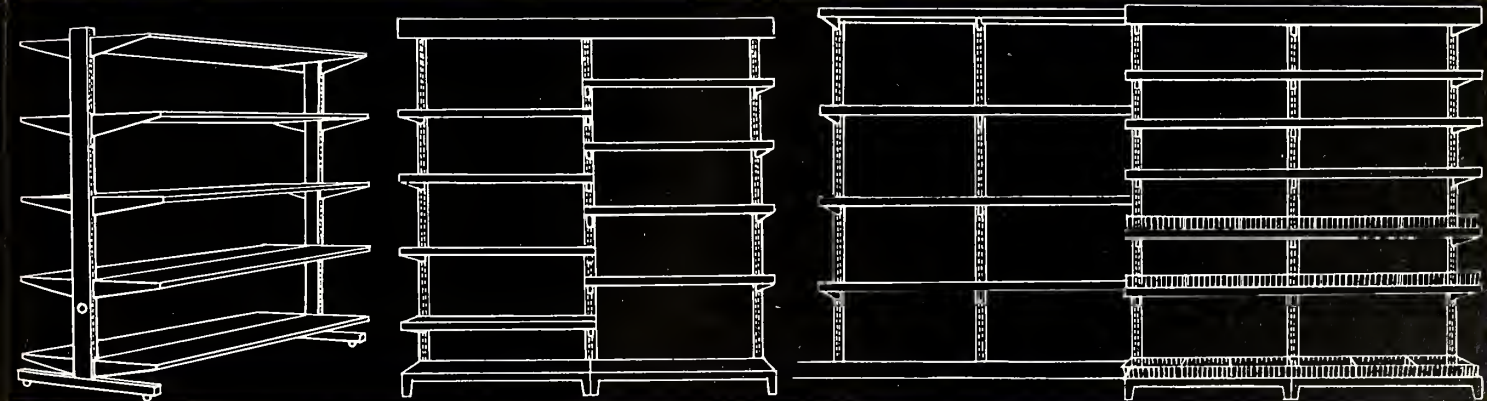
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COMPANY NEWS

CIA warning

Chemical companies operating in the UK may have to close some of their less profitable plants unless productivity increases. This was the warning given by Mr Eric Sharp, chairman of Monsanto Ltd UK and the new president of the Chemical Industries Association (see People p793)

Commenting in an interview with the *Financial Times* last week, he said productivity in the UK must increase by 5 per cent in the next few years to catch up with the best European groups in Germany and France. He predicts the future to be tough, with increasing chemical imports to the UK (*C&D* last week, page 775) and the uncertainty of adequate energy supplies.

He particularly stressed the increasing volume of US imports, but quickly pointed out that Monsanto's parent in America is "not involved".

He felt the immediate problem, however, was power: "Energy is likely to be our biggest problem this winter." Two areas of discontent were voiced by Mr Sharp. Firstly he pointed out that a rigid attitude by British Gas not to take on new customers would result in costly new chemical plants, which relied on gas either as a feedstock or for power, lying idle. Secondly, he attacked the disparity

between industrial and consumer tariffs.

Mr Sharp is hoping to have discussions with British Gas, who are not unsympathetic towards his viewpoint. Their problem has been a need to increase revenue whilst holding down prices for the consumers, a government directive they must abide by until the end of the financial year.

His fears for the industry are reiterated by the latest figures for UK pharmaceutical exports, which dropped by 3.8 per cent in the first nine months of this year to £470m, whilst imports rose by 14.6 per cent—up to £167.1m. The Association of the British Pharmaceutical Industry did not think that these figures were as gloomy as they first appeared. The 5.3 per cent decline in exports reported for the first six months of the year has been to some degree checked, and as a substantial part of pharmaceutical imports are raw materials which are turned into finished products and re-exported, the imports rise is of less concern than the decline in exports.

ICI reorganise

ICI are to close their polythene plant at Stevenage and move manufacturing to their other production site at Stockton-on-Tees. The move is part of a two-year reorganisation of polythene production and no date has been given for the close.

ICI say that production will not be affected during reorganisation and customers may expect normal supplies.

Briefly

Wellcome Foundation: Planning approval is being sought for a 27 acre phased factory development at Crewe Hall, Crewe.

Travenol Laboratories Ltd: A 12,000 sq metre warehouse and office development is being built at their Thetford site. Completion is expected by the end of the year.

International Laboratories Ltd: The premises move has been delayed by two weeks. Originally scheduled for November 5, the first operative day there will now be November 19. Their new address is Wilsom Road, Alton, Hants.

M&R Norton Ltd: From November 1 1979 the company name has been changed to Norton of London Ltd. Management remains as before.

Appointments

Scholl (UK) Ltd: Mr R E Thomas has been appointed joint managing director, he is also vice-president, Scholl operations, eastern hemisphere of the Schering-Plough International consumer division of which Scholl (UK) Ltd is a part.

Plough (UK) Ltd: Ian Postgate has been appointed marketing director. He was previously marketing manager of Max Factor.

L'Oreal (Golden Ltd): Mr Peter Nicholls has been appointed sales manager for the chacharel fragrance range.

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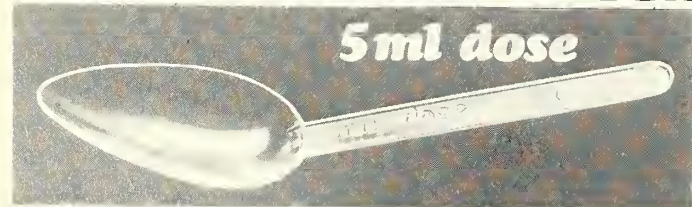


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Co-Operative Society: Mr Richard Capell has been appointed the north eastern services trades controller, covering the society's travel, pharmacy, funeral and retail garage operations.

T. Goldschmidt Ltd: Mr Stephen Aimson has been appointed product manager for organic surfactants. He was formerly with Manro Products Ltd.

COMING EVENTS

Sunday, November 18

Manchester and Salford Branch, National Pharmaceutical Association, Prestwich Hospital conference centre, at 2 pm. Consideration of the interim report of the Independent panel. All members of Bolton, Stockport, Ashton-under-Lyne, Oldham and Rochdale branches welcome.

Monday, November 19

Mid-Glamorgan East Branch, Pharmaceutical Society, Hawthorn leisure centre, Pontypridd. Mr T. D. Turner (Welsh school of pharmacy) on "Grass, coke and acid."

Royal Society of Health, RSH Headquarters, 13 Grosvenor Place, London SW1, at 7 pm. Dr Arnold Bloom (consultant physician, Whittington Hospital) on "The challenge of diabetes." (50p charge to non-RHS members.)

Teeside Branch, Pharmaceutical Society, West Lane Hospital postgraduate centre, Teeside, at 7.45 pm. Miss D. Hardy (Eschmann Bros and Walsh Ltd), film "Anna Mason—a case for special care" and a talk on associated problems with stoma care.

Royal Society of Health, RSH Headquarters, 13 Grosvenor Place, London SW1, at 6 pm. Annual meeting of the pharmaceutical group.

Enfield Branch, Pharmaceutical Society, Chase Farm Hospital postgraduate medical centre, at 7.45 pm. Dr D. Zuck on "Pillar Boxes."

Tuesday, November 20

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, Ayr at 8 pm. "Health board seminar" with the chief administrator pharmaceutical officer, health education officer, occupational health officer and administrator of primary care.

Chesterfield Branch, Pharmaceutical Society, Chatsworth Room, Station Hotel, Chesterfield at 8 pm. Mr A. J. Smith (chief executive PSNC) on "Rational distribution of pharmacies."

Swindon Branch, Pharmaceutical Society, Frenchay Hospital postgraduate centre, Bristol. Evening refresher course on legislation. (Legislation refresher courses will also continue on November 27 and December 4.)

Wednesday, November 21

Swansea Branch, National Pharmaceutical Association, with Swansea and West Glamorgan Branch, Pharmaceutical Society, The Billingsley Suite, The Dragon Hotel Kingsway, Swansea, at 8 pm. Mr W. A. Kneale (EEC liaison secretary) "Retail pharmacy in Europe."

Wirral Branch, Pharmaceutical Society, Wirral postgraduate medical centre, Clatterbridge, at 8 pm. Professor A. Breckenridge (professor of clinical pharmacology, university of Liverpool) on "Advances in the treatment of cardio-vascular diseases."

Scottish Borders Branch, Pharmaceutical Society, Peel House, Peel Hospital, Galashiels at 7.30 pm. Dr G. S. Cox (school of pharmacy, Robert Gordon's Institute of Technology) on "Drugs used in the treatment of Hypertension."

East Anglian Regional Health Authority, Addenbrooke's Hospital, Pharmacology lecture room, Hills Road, Cambridge, at 8 pm. Dr A. Macintosh on "Recent advances in coronary artery disease with particular reference to the treatment of angina."

Reading Branch, Pharmaceutical Society, Berkshire Masonic Centre, Sindlesham, at 7.30 pm. Annual dinner and dance.

Thursday, November 22

Dundee and Eastern Scottish Branch, with Fife Branch Pharmaceutical Society, Ninewells medical school lecture theatre 3, at 7.30 pm. Mr D. N. Sharpe (president, pharmaceutical society) on "Problems! how to solve them."

Dorset Branch, Pharmaceutical Society, Poole General Hospital postgraduate centre, at 8 pm. Mr A. G. Mervyn Mudge on "Acupuncture."

Friday, November 23

Croydon Branch, Pharmaceutica Society, Greyhound Hotel, Park Lane, Croydon at 8 pm. Mr W. A. Humpherson (area dental officer for Croydon) on "Dental care and dental products."

MARKET NEWS

China disappoints

London, November 14: The China fair which has just closed proved disappointing to visiting buyers of essential oils. Some of those who have been among the biggest customers at past fairs including a number of buyers from the Continent, decided not to go at the last moment. Perhaps they will now be congratulating themselves that they did not make the long journey since the offers received by those who did attend were well above what the market believed it would stand.

During the week price movements were erratic, Citronella and cedarwood were both lower on the spot while being dearer for shipment. Bois de rose, cananga, lemongrass and palmarosa were easier but eucalyptus, patchouli and petitgrain were firmer. Unquoted in the past three weeks, Chinese cassia was again on offer but the rates were high at £54 kg spot and around £48, c.i.f.—a month ago the c.i.f. rate was only £32.

Menthol was easier in both positions in the case of Brazilian and spot holders of Chinese cut there rates by 30p kg. Some Formosan camphor powder was offered at a "scarcity" price. Synthetic camphor has eased slightly. In botanicals most of the important items are fractionally dearer amongst them are Cape aloes, belladonna leaf, cherry bark and witch-hazel leaf.

Production of sulphuric acid by members of the National Sulphuric Acid Association in the third quarter of the year was 4½ per cent higher at 935,532 metric tons compared with the same quarter of 1978. Sales were 5.6 per cent higher at 950,747 tons.

Pharmaceutical chemicals

Amylobarbitone: Less than 100-kg lots £14.89 kg; bromide £16.17.

Bromides: Crystals £ per metric ton.

	Under 50-kg	250-kg	1,000-kg
Ammonium	925	886	856
Potassium crystals	895	855	825
Sodium	926	886	856

Butalbarbital: Acid £19.75 kg; sodium £21 kg in 50 kg lots.

Butobarbitone: Less than 100 kg £17.91 per kg.

Chloral hydrate: 50-kg lots £2.20 kg.

Cinchocaine: Base (500-g lots) £92.70 kg; hydrochloride £89.10

Cocaine: Alkaloid £688 kg; hydrochloride £628.

Cyclobarbitone: Calcium £20.73 kg in 25-kg lots.

Dihydrocodeine bitartrate: £535 kg in 20-kg lots; Subject to Misuse of Drugs Regulations.

Methadone hydrochloride: £330 per kg. Subject to Misuse of Drugs Regulations.

Noscapine: Alkaloid: £33 kg for 100-kg. Hydrochloride £36.50.

Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £638 to £653 as to maker; hydrochloride £488-£562; phosphate £490-£499; sulphate £562. Diamorphine alkaloid £764; hydrochloride £696. Ethylmorphine hydrochloride £623-£639. Morphine alkaloid £709.50-£722, hydrochloride and sulphate £579-£589.

Oxalic acid: Recrystallised £1.39 kg for 50-kg lots.

Papaveretum: £390 kg; 5-kg lots £355 kg. Subject to Misuse of Drugs Regulations.

Pentobarbitone: Less than 100-kg £20.17 kg; sodium £21.39.

Pethidine hydrochloride: Less than 10-kg lots £46.84 kg. Subject to Misuse of Drugs Regulations.

Phenobarbitone: In 50-kg lots £8.76kg, sodium petroleum jelly: BP soft white £396.61 metric ton delivered UK; yellow BP £378.556 in 170-kg

Pholcodine: 1-kg £538 to £543 as to make: 60-kg lots £493. Subject to Misuse of Drugs Regulations.

Phthalylsulphathiazole: 50-kg lots £8.54.

Quinalbarbitone: Base and sodium in 25-kg lots

£22.94 kg.

Tartaric acid: £1,725 per metric ton.

Crude drugs

Agar: Spanish/Portuguese £7.30 kg nominal.

Aloes: Cape £1,070 ton spot; £1,060, cif, Curacao, nominally £2,335, cif, no spot.

Balsams: (kg) **Canada** £12.70 on the spot; shipment unchanged at £12.45, cif. **Copaiba** £3.20 spot £3.05, cif. **Peru** £9.60 spot; £9.70 cif. **Tolu:** £6.05 spot. **Belladonna:** (kg cif) herb £1.51; leaves £2.13 root no offers.

Benzooin: £201 cwt, cif.

Buchu: Leaves unquoted.

Camphor: Natural powder unavailable on spot; Formosan—offered at £10.35 kg, cif. Synthetic 99% £1.30 spot; 94% £1.15.

Cardamoms: Alleppy green No. 2 £9 kg, cif.

Cascara: £1,160 metric ton spot; £1,015, cif.

Cherry bark: Spot £1,130 metric ton; shipment £1,050, cif.

Cinnamon: Seychelles bark £480 metric ton spot; £400, cif. Ceylon quills 4 o's £0.57½lb, featherings £0.18½ lb both, cif.

Cloves: Madagascar/Zanzibar £4,160 metric ton spot, £4,000, cif.

Cochineal: Tenerife black brilliant spot £17.25 kg, cif. Peru silver grey £14.85 spot; £14.40, cif.

Dandelion: Spot £1,975 metric ton spot, £1,820, cif.

Ergot: No offers.

Gentian root: £1,850 metric ton spot; £1,785, cif.

Jalap: Mexican 15% £2,440 metric ton cif.

Ginger: Cochin £460 metric ton spot shipment £410 cif. Other sources not quoted.

Henbane: Niger £1,385 metric ton spot; £1,350, cif.

Honey: (per metric ton in 6-cwt drums ex warehouse). Australian light and medium ambers £665-£675; Canadian £800; Mexican £675; Argentinian £790 (white).

Hydrastis: Spot £30 kg; no cif.

Ipecacuanha: (kg). Matto Grosso £20 kg; spot.

Kola nuts: £485 metric ton spot; £430, cif.

Linolin: BP grade £1 kg in 1 metric ton lots.

Lemon peel: Spot £1,240 metric ton; £1,150, cif.

Liquorice root: Chinese £545 metric ton spot; £520, cif. Block juice £1.63, £2.20 kg spot.

Lobelia: American nominal. European £1,850 metric ton, cif.

Lycopodium: £4.80 kg spot; no cif.

Mace: Grenada unsorted \$2,750 metric ton, fob whole \$3,000.

Menthol: (kg) Brazilian £5.95 spot; £5.90, cif. Chinese £5.90 duty paid £5.65, cif.

Pepper: (metric ton) Sarawak black £1,030 spot, \$1,860, cif; white \$1,460 spot; \$2,750, cif.

Pimento: Jamaican £1,120 metric ton spot; £1,085.

Podophyllum: Root Chinese no spot; £400 metric ton, cif.

Quillaia: Spot £905 metric ton; £725, cif.

Rhubarb: Chinese rounds 60 per cent pinky £3.30 kg, spot; £3, cif.

Sarsaparilla: Jamaican £2,000 metric ton spot, £1,960, cif.

Seeds: (metric ton, cif) **Anise:** China £865 for shipment. **Celery:** Indian £455. **Coriander:** Moroccan £210. **Cumin:** Indian £690. **Fennel:** Indian £440. **Fenugreek:** Moroccan £310; Indian £240.

Senega: Canadian £10.30 kg spot; £9.05, cif.

Senna: (kg) spot Alexandria pods hand-picked from £2 upwards; manufacturing £0.55. Tinnevely faq leaves £0.46; pods, faq £0.46; hand-picked £0.55.

Squill: Indian white £340 metric ton, cif.

Tonquin beans: Para £3.65 kg spot; £3.30, cif.

Syrax: Turkish natural £5.60 kg spot; £5.60, cif, nominal.

Turmeric: Madras finger £575 metric ton spot; £470, cif.

Valerian: Dutch £1,885 metric ton spot; £1,810, cif Indian £1,215 spot; £1,185, cif.

Witchhazel Leaves: £2.35 kg spot; £2.10, cif; liquid £0.47 kg.

Essential and expressed oils

Bois de rose: Spot £7 kg; shipment £6.75, cif.

Buchu: South African £120 per kg spot; English distilled £180.

Cade: Spanish £1.30 kg spot.

Camphor: White £0.85 kg spot; £0.86, cif.

Cananga: Indonesia £16 kg spot and cif.

Cardamom: English-distilled £220 kg.

Cassia: Chinese offered at £54 kg spot; £48.10, cif.

Cedarwood: Chinese £1.23 kg spot; and cif.

Cinnamon: Ceylon leaf £2.60 kg spot; and cif. bark, English-distilled £155.

Citronella: Ceylon £3.80 kg spot; £3.29, cif. Chinese £3.95 kg spot; £4.18, cif.

Clove: Indonesian leaf, £2.20 kg spot; shipment £1.82, cif. English distilled bud £44.

Eucalyptus: Chinese £1.90 kg spot; and cif.

Fennel: Spanish sweet about £8.50 kg spot.

Geranium: Bourbon £43.50 kg spot; £41.25, cif.

Ginger: Chinese £41 kg spot; £38.85, cif. English distilled £105.

Lemon: Sicilian best grades about £20 kg in drum lots.

Lemongrass: Cochin £4.80 kg spot; £4.60, cif.

Lime: West Indian £13.50 kg spot.

Mandarin: Old crop £23 kg spot.

Nutmeg: East Indian £9.60 kg spot; £9.10, cif. English-distilled £18.

Olive: Spanish £1,340 per metric ton in 200-kg drums ex wharf; Mediterranean origin £1,360.

Orange: Florida spot £0.65 kg asked; £0.85, cif. Brazilian £0.60, cif.

Palmarosa: Spot £15.25 kg; and cif.

Patchouli: Chinese £20.35 kg spot and cif.

Pennyroyal: From £7.50 per kg spot.

Pepper: English-distilled ex black £140 kg.

Peppermint: (kg) Arvensis—Brazilian £4.75 spot; and cif. Chinese £3.45 spot; £3.30, cif. Piperita American from £14.25 spot; £14, cif.

Petitgrain: Paraguay £7.95 kg spot; and cif.

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If you would like to discuss the prospects with us, send details of your progress to date and current salary to:-

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Application forms and job description from Mr. P. Burtoft, Northern General Hospital, Herries Road, Sheffield S5 7AU.

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AN OUTSTANDING OPPORTUNITY IN A RAPIDLY EXPANDING MARKET for Alternative Medicines and Natural Skin Care products. A number of vacancies for experienced

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**Peter M. Rule, Marketing Manager, New Era Laboratories Ltd.,
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The successful applicant will be based at Coulsdon, Surrey, and will be directly responsible to the Buying Director.

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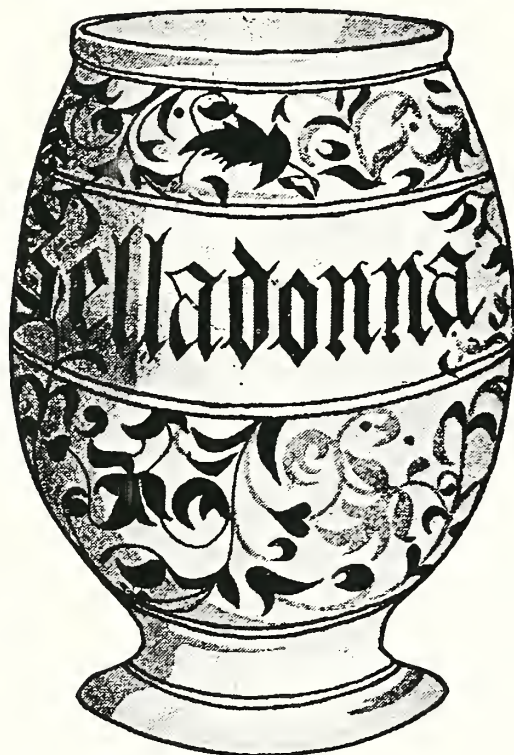
The successful applicant is likely to have experience in a pharmacy, dispensary or the pharmaceutical industry and may have been employed in invoicing, stocktaking, or stockkeeping.

If you believe you can help in compiling the C&D pricing publications write to:

J. Lear,
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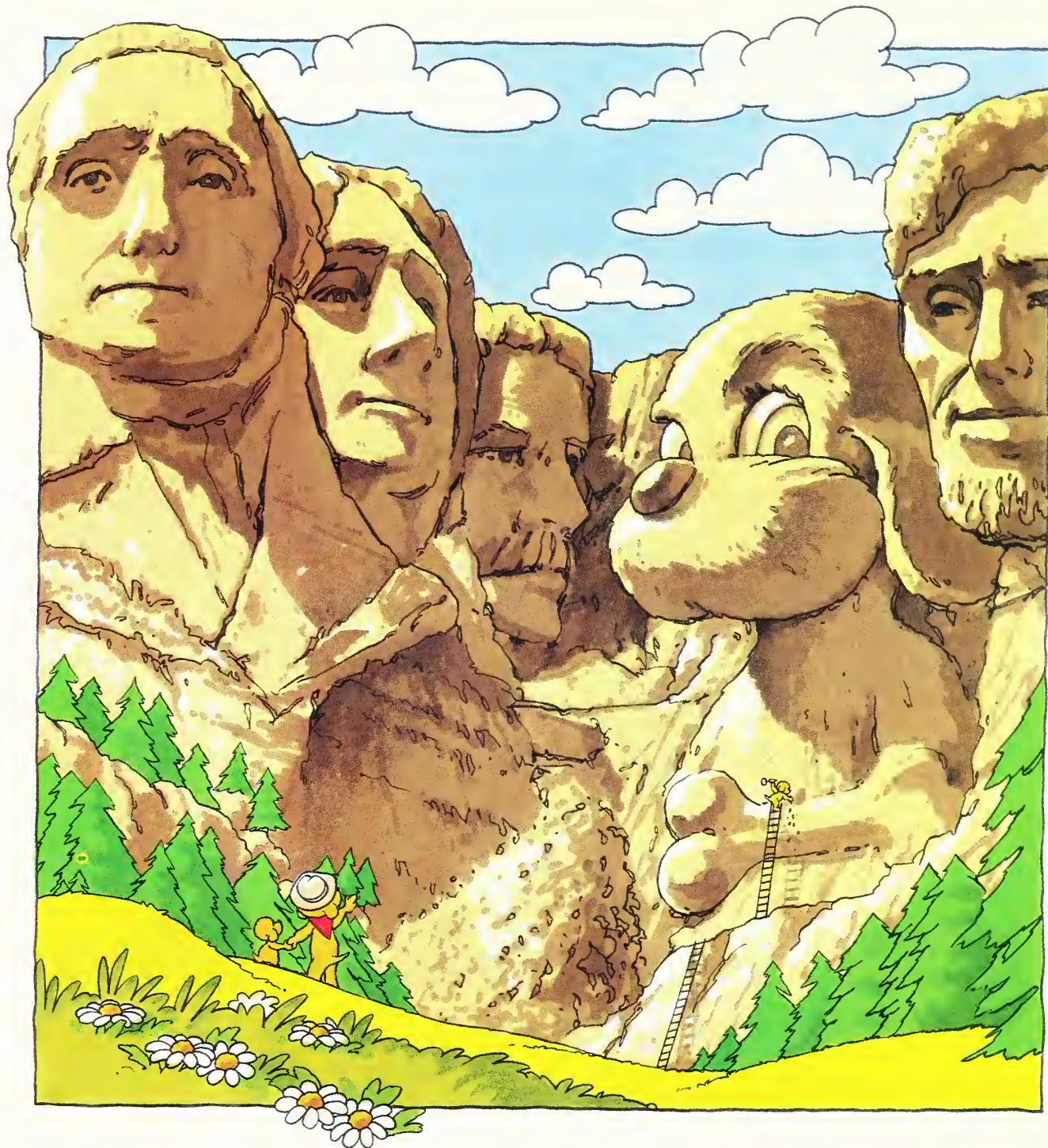
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